

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 9, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1955



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CATALOG OF COPYRIGHT ENTRIES

Third Series

ANNUAL PART OF NUMBER 1

Commercial Prints and Labels

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CATALOG OF COPYRIGHT ENTRIES

Third Series



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1900

CATALOG OF COPYRIGHT ENTRIES

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1955



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WASHINGTON : 1955

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entires and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.) Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

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work itself. Foreign works, two copies of which were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one or more years. All order should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally

registered with the exception of music. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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JP Published photographs	
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K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
PART 11B COMMERCIAL PRINTS AND LABELS.....	1. 00
KK Commercial prints and labels	
R Renewal registrations	
PARTS 12-13 MOTION PICTURES AND FILMSTRIPS.....	. 50
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	

TABLE OF CONTENTS

	Page
Current Registrations	1
Renewal Registrations	117

INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Each work registered is described in a main entry which includes information pertinent to the copyright claim, listed under the name of the copyright claimant. Renewals are listed under the name of the renewal claimant. The copyright symbol © following the name under which the entry is filed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper; e. g.:

BABSON BROS. CO. ©

Electrobrain.

© 8Jan55; KK103389.

The name of the claimant is repeated in the entry whenever it is necessary to record additional information from the application not given in the heading; e. g.:

B & C PRODUCTS CO.

Reflective emblem.

© George H. Blinco & Glenn P. Coan
d.b.a.

B & C Products Co.; 10Jan55; KK103299.

References are made from the names of joint claimants. Title references are included in the renewal section.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Statement of the nature of the article of merchandise or service to which the print or label relates if not indicated elsewhere in the entry.
- 3) Brief physical description of the item. Labels are designated by the term "label." Prints are described by such terms as "sheet," "card," etc., or, if published in a newspaper

or periodical, the name and issue date of the publication are given when the information is available either from the application or the copy.

- 4) Names of authors given in the application which do not appear elsewhere in the entry.
- 5) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
- 6) Copyright symbol ©.
- 7) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 8) Date of publication as given in the application.
- 9) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g., © Richard Roe & Co.; 8Jan55 (in notice: 1954); KK18846.

For renewal registrations, the main entry includes, in addition to the name or title under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Statement of the nature of the article to which the print or label relates if not indicated elsewhere in the entry.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant; e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co., as proprietor.
- 6) Date of receipt of the renewal application or fee, whichever is later.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. —also known as
 appl. —application
 © —copyright symbol
 ca. —circa

col. —colored
 d.b.a. —doing business as
 l. —leaf, leaves
 NM —new matter
 p. —page, pages
 (P) —proprietor of a commercial print or label
 pseud. —pseudonym
 pub. —published, publishing
 rev. —revised, revised by, revision
 t.a. —trading as
 v., vol. —volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1955

Commercial prints and labels 5, 409
 Renewals 68

The figures represent the number of registrations for commercial prints and labels for January–June

1955, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the claim of copyright in the works and from variant forms of names are interfiled with the main entries.

A

A-1 MANUFACTURING CO. ©

Angeles Gold Rivet jeans. 100 ...
Jupiter jupons. Label.
© 10Jun55; KK107640.

Angeles Gold Rivet jeans. 100 ...
Mars mertrons. Label. © 10Jun55;
KK107638.

Angeles Gold Rivet jeans. 100 ...
moon solars. Label. © 10Jun55;
KK107639.

AALPHA SPECIALTIES, INC. ©

Kindle Kid starts fires fast ...
Barbecue starter. Pack of 6 -
39¢. Label. © 2May55; KK107065.

ABBOT, W. A.

Your beauty heritage from the stars.
SEE Dickson, George Pleasant.

ABBOTT LABORATORIES. ©

Ahora, disponible en el nuevo
Duplenvas. Pharmaceuticals.
Folder. Appl. author: Thomas
S. Bird. © 2Feb55; KK104510.

Caspa? Selsun. Pharmaceuticals.
Folder. Appl. author: Thomas S.
Bird. © 8Jun55; KK108021.

Deep-Fat Dan needs a diet plan.
Dayalet. Pharmaceutical. Folder.
Appl. author: C. S. Downs.
© 16May55; KK108085.

Deep-Fat Dan needs a diet plan.
Dayalet. Pharmaceuticals.
Folder. Appl. author: Charles
S. Downs. © 6May55; KK107360.

Doctor, para sus enfermos con-
valecientes. Elixir Cofron 12.
Pharmaceuticals. Folder. Appl.
author: Thomas Sheldon Bird.
© 18Apr55; KK106578.

For your seborrheic dermatitis
patients. Selsun. Print no.
503014. Pharmaceutical. Folder.
Appl. author: C. S. Downs.
© 8Apr55; KK106347.

Going, going, going. They've
heard the call for Vi-Daylin, the
nutritional formula for growing
children. Pharmaceutical.
Folder. Appl. author: C. S.
Downs. © 25Jan55; KK103847.

In staphylococcal, streptococcal
and pneumococcal infections.
Erythrocin. 505012. Pharmaceu-
ticals. Folder. Appl. author:
C. S. Downs. © 17Jun55; KK108215.

It's iron-plus. New Iberol. Phar-
maceutical. Folder. Appl. au-
thor: C. S. Downs. © 7Dec54;
KK102994.

Si la administracion parenteral del
complejo B, es molesta. Pharma-
ceuticals. Folder. Appl. au-
thor: Thomas Sheldon Bird.
© 28Feb55; KK104610.

The test of an effective anti-
biotic. Erythrocin. Pharmaceuti-
cal. Folder. Appl. author:
C. S. Downs. © 18Mar55; KK105096.

Tonight he faces a thousand fears.
Nembutal. 504013. Pharmaceutical.
Folder. Appl. author: C. S.
Downs. © 25May55; KK108117.

When you encounter one of these,
you'll want the therapeutic re-
sponse provided by new Iberol
Filmtab. Print no. 503007. Phar-
maceutical. Folder. Appl. au-
thor: C. S. Downs. © 19Apr55;
KK106346.

ABERFOYLE MANUFACTURING CO. ©

What do you mean, Aberfoyle type
cotton? (In Daily news record,
Jan. 19, 1955, p.3) Appl. au-
thor: Gray & Rogers Advertising.
© 19Jan55; KK103830.

ACE PRODUCTS CO.

Star racing sloop; plans and in-
structions. Kit no. 10B. Sheet.
© Gordon A. Babb d.b.a. Ace Prod-
ucts; 3May55; KK107013.

ACE PRODUCTS CO. ©

Ace, stainless kitchen tools.
Catalog no. 53. Pamphlet.
Appl. author: George Morgan
Jones. © 31Mar55; KK105401.

ACHESON INDUSTRIES, INC. ©

Dag colloidal dispersions for dry-
film lubrication. Colloidal
graphite and molybdenum disulfide.
Bulletin no. 438. Folder. Appl.
author: D. Gray Weaver. © 3Jan55;
KK103649.

Dag colloidal graphite as a parting
compound. Bulletin no. 427.
Folder. Appl. author: D. Gray
Weaver. © 14Jan55; KK103650.
Dag Dispersions colloidal graphite
for assembly and run-in of engines
and machinery. Bulletin no. 421.
Folder. Appl. author: D. Gray
Weaver. © 2Feb55; KK106695.

Dag Dispersions colloidal graphite
for electronic and electrical
applications. Bulletin no. 433.
Folder. Appl. author: D. Gray
Weaver. © 9Mar55; KK106694.

ACME CAN MACHINERY CORP. ©

Automatic can making equipment.
(In Thomas' register of American
manufacturers, v.2, 45th ed.,
p.3787) © 31Dec54; KK105279.

ADAMS.

Display cards. Joke novelties,
magical items & puzzles. Poster.
Appl. author: Soren S. Adams.
© S. S. Adams Co. d.b.a. Adams;
18Feb55; KK105589.

ADAMS (S. S.) CO. d.b.a. ADAMS. SEE
Adams.

ADAMS BROS., INC. ©

The Jack and Jill shoe. J 108 AB.
Manufactured by Hoague-Sprague
Corp. Label. © 20Jun55;
KK108129.

ADAMS EXTRACT CO. ©

The story of Thumpy's special Easter
egg. Adams food color pak.
Folder. Appl. author: Fredrick
Ward Adams. © 23Mar55; KK105756.

ADLER, CURTIS. ©

New, exciting, unique, different.
Name-O-Graph, I owe it all to
my name, stationery, by Curtis
Adler. Sheet. © 20Sep54;
KK104335.

ADOLPH'S, LTD. ©

How to make tough meat tender.
Adolph's meat tenderizer. (In
Reader's digest, June 1955, p.10)
© 25May55; KK108116.

Now save as much as 25¢ a pound, use
Adolph's and serve roast beef at
pot roast prices ... Meat ten-
derizer. (In Life magazine, Sept.
14, 1953, p.70) Appl. author:
Lloyd E. Rigler. © 14Sep53;
KK103050.

Salt-free diet? Adolph's salt sub-
stitute. (In Life, Feb. 7, 1955,
p.118) Appl. author: Adolph's
Dietetic Foods, Inc. © 4Feb55;
KK108100.

Salt-free diet? Adolph's salt sub-
stitute. (In Life, Mar. 7, 1955,
p.144) Appl. author: Adolph's
Dietetic Foods, Inc. © 4Mar55;
KK108098.

Salt-free diet? Adolph's salt sub-
stitute. (In Life, Apr. 11, 1955,
p.144) Appl. author: Adolph's
Dietetic Foods, Inc. © 8Apr55;
KK108097.

Smart wives use Adolph's every
time they cook meat. Beef, pork,
poultry. Meat tenderizer. (In
Home (Los Angeles times) May 22,
1955, p.38) © 22May55; KK108232.

Smart wives use Adolph's every time
they cook meat. Hamburger recipe.
Meat tenderizer. (In Home (Los
Angeles times) June 19, 1955,
p.22) © 19Jun55; KK108234.

Smart wives use Adolph's every time
they cook meat. Meat tenderizer.
(In Parents' magazine, June 1955,
p.108) © 25May55; KK108099.

ADOLPH'S, LTD. © Cont'd.

Smart wives use Adolph's every time they cook meat. Roast beef recipe. Meat tenderizer. (In Home (Los Angeles times) June 5, 1955, p.51) © 5Jun55; KK108233.

Smart wives use Adolph's every time they cook meat. Steak recipe. Meat tenderizer. (In Home (Los Angeles times) May 15, 1955, p.11) © 15May55; KK108231.

ADRIENNE'S.

Every blouse wearer is your potential customer. Slim Line blouse Tach-ees. (In Department store economist, Nov. 1954, p.88) Appl. author: Roy A. Franke. © Adrienne's, Porcelene, Inc., owner; 1Nov54 (in notice: 1953); KK102901.

ADVERTISING METAL DISPLAY CO. ©

AMDCO designers, producers, floor displays, counter displays, metal signs. 39 p. Appl. author: Robert A. Gallagher. © 30May55; KK107906.

ADVERTISING THAT SELLS. ©

Dynamics, a series of dramatic illustrations designed to sell merchandise. Pamphlet. © 30Mar55; KK105415.

AG PRODUCTS CO. ©

Break the clay stranglehold ... Air-O-Loam, soil loosener. Contents approx. 1/2 cu. ft. Label. Appl. author: John W. Ladd. © 21May55; KK107500.

How to use Air-O-Loam soil loosener for best results. Sheet. Appl. author: John W. Ladd. © 21May55; KK107499.

AIELLO DAIRY FARMS CO. ©

Vitamin D enriched Dairy Maid mozzarella. Net weight 8 oz. Italian fresh cheese. Label. Appl. author: Vincent Ros-sini's Advertising Agency. © 30Dec54; KK103713.

AIR DEVICES, INC. ©

Agitair flame resistant all metal grease filters and grease filter assemblies. Form no. GF-115-1. Folder. Appl. author: C. N. O'Day. © 14Jan55; KK103810.

Agitair Stripline, application and design data. Air diffusers with built-in diffusing vanes. Folder. Appl. author: C. N. O'Day. © 13Dec54; KK103007.

AIR DRI ASSOCIATES. ©

Air Dri, the electric thermal convection unit, stops mildew for 5 years. (Now you can end mildew and musty odor for 5 years) Weight one pound. Label. Appl. author: Alfred L. Lino Advertising Agency. © 3Jun55; KK107653.

Electric thermal convection unit stops mildew & mold for 5 years. (Air Dri catalog sheet) Appl. author: Alfred L. Lino & Associates. © 22Feb55; KK105501.

Now, you can end mildew, mold, musty odor for 5 years. Electric appliance. 15 p. Appl. author: Alfred L. Lino & Associates. © 17Mar55; KK107233.

Stops mildew for 5 years without attention. Air Dri, closet dryer. (In Notion & novelty review, Mar. 1955, p.69) Appl. author: Alfred L. Lino & Associates. © 25Feb55; KK106105.

AIR-SHIELDS, INC. ©

New diaphragm-type compressor-aspirator. Sheet. Appl. author: Molly G. Armstrong. © 22Dec54; KK103278.

AIRCRAFT-MARINE PRODUCTS, INC. ©

A-MP Capatron. Pulse system package. Catalog no. 831473. Sheet. © 1Apr55; KK107630.

A-MP Capatron. Quadrupler power pack. Catalog 831378. Sheet. © 1Apr55; KK107631.

A-MP crimping range for aluminum wire. 3 p. © 1Feb55; KK105165.

A-MP hand hydraulic tool. Instruction sheet no. IS-1594. Cat. no. 69096. Sheet. © 25Feb55; KK105168.

A-MP magazine feed crimping tool. IS-1530. Catalog no. 59182. Sheet. © 19Oct54; KK104789.

A-MP procedure for using Vize-an-Ammer. Crimping tools. Label. © 3Mar55; KK104981.

A-MP pulse-forming network listing. Folder. © 1Jun55; KK107628.

A-MP T-head hand tool. IS-1610. Catalog no. 59170. Sheet. © 12Apr55; KK107629.

A-MP's on vacation. Folder. © 1Jun55; KK107633.

Crimping head 69046 for AMP Dyna-Crimp tool. Sheet. © 25Feb55; KK105167.

Crimping head 69060 for A-MP Dyna-Crimp tool. Instruction sheet IS-1563. © 22Mar55; KK107632.

Meet Ampli-Mite. Terminals & connectors. Sheet. © 1Feb55; KK105166.

Why not crimp our style? Champ and Super Champ connections. Folder. © American Pamcor, Inc., subsidiary of Aircraft-Marine Products, Inc.; 30Sep54; KK104790.

Wire terminal. Customer copy. 322929. Sheet. © 28Dec54; KK105175.

Wire terminal. Customer copy. 322932. Sheet. © 28Dec54; KK105176.

Wire terminal. Customer copy. 7-31894. Sheet. © 21Feb55; KK105169.

Wire terminal. Customer copy. 7-322048. Sheet. © 21Feb55; KK105171.

Wire terminal. Customer copy. 7-33469. Sheet. © 21Feb55; KK105170.

Wire terminal assembly. Customer copy. 322931. Sheet. © 28Dec54; KK105173.

Wire terminal insulator. Customer copy. 322930. Sheet. © 28Dec54; KK105174.

ALBIN, CHARLES H. & JULE R. VON STERNBERG composing the firm SHOW-HOUSE. SEE Show-House.

ALDAN RUBBER CO. ©

Aldanack. Folder. v.16, no.12. © 15Dec54; KK102974.

v.17, no.1. © 20Jan55; KK104332.

v.17, no.2. © 22Feb55; KK104877.

v.17, no.3. © 22Mar55; KK105709.

v.17, no.4. © 20Apr55; KK106756.

v.17, no.5. © 18May55; KK107704.

v.17, no.6. © 17Jun55; KK108208.

ALLEN REFRIGERATING CO. ©

Instant alfalfa cooling ... Verti-cool. Folder. Appl. author: James Frederick Bieret. © 17Dec54; KK103217.

ALLEN-A CO., division of ATLAS UNDERWEAR CORP. SEE Atlas Underwear Corp.

ALLIED CHEMICAL & DYE CORP.

Previewing Allied Chemical's new nylon fiber with unique characteristics. Deep-Dye nylon. (In Daily news record, New York, Apr. 22, 1955, p.17) Appl. author: Fuller & Smith & Ross, Inc. © Allied Chemical & Dye Corp., National Aniline Division; 22Apr55; KK106154.

ALLIED CONTROL CO., INC. ©

New 50G sub-miniature relays. Bulletin 2155. 4 p. Appl. author: William A. Cather, III. © 14Feb55; KK104286.

New 50G sub-miniature relays. Bulletin 5155. 4 p. Appl. author: William A. Cather, III. © 16May55; KK107123.

ALLIGATOR CO. ©

An Alligator coat makes sense; it's the coat you'll live in - rain, sun, cold. (In Sports illustrated, Mar. 21, 1955, p.53) Appl. author: Ruthrauff & Ryan, Inc. © 21Mar55; KK105878.

ALLISON'S CO. ©

Ping, the Pixie. Candy & toy treasures. Net wt. 2/3 oz. Label. Appl. author: Abraham Sturisky & Seymour Feldman d.b.a. Allison's Co. © 1Mar55; KK105502.

ALLSTATE INSURANCE CO. ©

Caught on a fish tale. (In The Saturday evening post, June 25, 1955, p.118) © 21Jun55; KK108041.

No hits, no runs, one error. Auto insurance. (In The Saturday evening post, May 21, 1955, p.140) © 18May55; KK107015.

Now, Allstate is 1st, the world's largest auto insurance company in direct premiums. (In Sunset, June 1955, p.37) © 28May55; KK107355.

Now, Allstate is 1st, the world's largest auto insurance company in direct premiums. (In The Saturday evening post, Apr. 23, 1955, p.139) © 20Apr55; KK106562.

Whatever happens, you're in good hands with Bill Jateff. Auto insurance. (In The Saturday evening post, May 21, 1955, p.141) © 18May55; KK107014.

Whatever happens, you're in good hands with Jim Murphy. (In The Saturday evening post, June 25, 1955, p.119) © 21Jun55; KK108042.

ALMOR CO. ©

The shape of things to come. Store fixtures. (In Super market merchandising, July 1955, insert p.) Appl. author: Kenneth D. Warren. © 1Jul55; KK108066.

ALONGI, JOHN R. ©

Hey kids, get your Dirty Bird T-shirts at Rechter's. I'll be a Dirty Bird. (In Du Quoin evening call, May 10, 1955, p.5) © 10May55; KK107136.

ALPHA CORP. ©

Fringe area lubrication with Molykote lubricants. Bulletin 103. 3 p. Appl. author: Alfred Sonntag. © 18Oct54; KK105209.

ALTER (HARRY) CO.

Wheel and deal bargain close-out sheet. (Television & appliances) Sheet. Appl. author: Harry Alter. © Harry Alter Co., Inc.; 26May54; KK100183.

ALTHEIMER & BAER, INC. ©

Another super special at Modern ... 3 pc. ... luggage set. (In The Albuquerque tribune, Albuquerque, N. M., Mar. 11, 1955, p.2) Appl. author: Milton L. Altheimer. © 11Mar55; KK105743.

Keep cool with Millner-Berkey ... 20-inch window fan. (In Miami daily news record, Miami, Okla.) Appl. author: Milton L. Altheimer. © 22Apr55; KK107339.

New low price at Lord's ... 63 pc. dinnerware service for 8. (In The Courier-journal magazine, Louisville, Ky., Feb. 27, 1955, p.46) Appl. author: Milton L. Altheimer. © 27Feb55; KK104592.

159 pcs. at a new low price ... 159 pieces ... spin casting fishing outfit. (In The Courier-journal magazine, Mar. 20, 1955, p.28) Appl. author: Milton L. Altheimer. © 20Mar55; KK105254.

60 piece deluxe, colored & white Cannon sheet & towel ensemble. (In The Denver post empire roto magazine) Appl. author: Milton L. Altheimer. © 27Feb55; KK104591.

Special sale ... 17 jewel watch, guaranteed for life. (In Austin daily herald, Austin, Minn.) Appl. author: Milton L. Altheimer. © 4Nov54; KK104598.

Special sale ... 63 piece socket wrench and tool set. (In The Muncie evening press, Muncie, Ind.) Appl. author: Milton L. Altheimer. © 10Feb55; KK104593.

Special sale at Duning's. All-Timer America's safest 5 foot platform home ladder. (In The Palladium-item, Richmond, Ind., Mar. 30, 1955, section 2, p.11) Appl. author: Milton L. Altheimer. © 30Mar55; KK105741.

Special sale at Horton ... All-Timer ... steel gym set. (In The High Point enterprise, High-point, N. C., Mar. 3, 1955, p.8A) Appl. author: Milton L. Altheimer. © 3Mar55; KK105742.

Special sale at Jones-Harrison ... 80 inch wading pool. (In Griffin daily news, Griffin, Ga.) Appl. author: Milton L. Altheimer. © 6Apr55; KK107340.

Special sale at Ken's ... First time at this sensational price, nationally advertised Burgess ... Power band saw with built-in motor. (In Buffalo courier-express, Feb. 27, 1955, p.28-A) Appl. author: Milton L. Altheimer. © 27Feb55; KK105256.

Special sale at Krisman-Frey jewelers ... Chatham Huron Bay blankets. (In St. Louis post dispatch, Feb. 20, 1955, p.11) Appl. author: Milton L. Altheimer. © 20Feb55; KK105257.

Special sale at Lansing Furniture ... 3 pc. Boltaflex upholstered wrought iron finish suite. (In Lansing State journal, Lansing, Mich.) Appl. author: Milton L. Altheimer. © 22Feb55; KK104597.

Special sale at LeRoy's ... Holli-wood rotisserie. (In The Republican-courier, Findlay, Ohio) Appl. author: Milton L. Altheimer. © 21Jan55; KK104594.

Special sale at Loeb's, Inc. Doremeyer mixer, grinder, juicer; free, utility table. (In Lafayette journal & courier, Lafayette, Ind.) Appl. author: Milton L. Altheimer. © 15Feb55; KK104595.

Special sale at Shenk & Tittle ... 62 professional tools. (In The Patriot, Harrisburg, Pa.) Appl. author: Milton L. Altheimer. © 2Feb55; KK104596.

12 piece, Norrissware, stainless steel, copper bottom cookware. (In The Milwaukee journal, Mar. 6, 1955, p.14) Appl. author: Milton L. Altheimer. © 6Mar55; KK105255.

ALTMAN (B.) & CO. © Here it is, a famous Altman idea; the Basic dress in the tremendously important shirtwaist silhouette. (In The New York times, Feb. 13, 1955, p.9) © 13Feb55; KK104483.

ALTNOW, GEORGE GUSTAV. Pacific Wire-Grams. SEE Pacific Wire Works Co.

ALUMINUM CO. OF AMERICA. © Alcoa aluminum helps northwest industries expand and prosper. (In The Wenatchee daily world, Apr. 27, 1955, p.14-15) © 27Apr55; KK107267.

Boosts income 75 o/o, uses 1/3 less water with portable sprinkler irrigation. Alcoa. Farm irrigation pipe. (In The Farm quarterly, winter 1955, p.81) Appl. author: Ross B. Whidden. © 6Dec54; KK102877.

We chose Alcoa aluminum. Biggest aluminum news of the year, new Alcoa label ... (In The Saturday evening post, Apr. 30, 1955, p.7) Appl. author: Burton W. Schellenbach. © 26Apr55; KK107309.

AMARNA.

Amarna, manufacturers and importers of Hebrew religious goods and novelty jewelry. Sheet. © Max W. Lawsky d.b.a. Amarna; 24Dec54; KK104326.

AMERICAN BRAKE SHOE CO. ©

Brakes can become just as deadly. American Brakeblok, America's safety brake lining. (In The Saturday evening post, Apr. 30, 1955, p.90) Appl. author: Edwin J. Howe. © 26Apr55; KK106422.

Brakes can become just as deadly. American Brakeblok. Bottle of poison: Brake lining. (In The Saturday evening post, May 21, 1955, p.158) Appl. author: Edwin J. Howe. © 17May55; KK107562.

Cross-town or cross-country, you'll get more stops from American Brakeblok. Brake lining. (In Bus transportation, May 1955, p.2 of cover) Appl. author: Edwin J. Howe. © 15May55; KK107706.

4 ways to make more money. American Brakeblok. Brake lining. (In Super service station, May 1955, p.169) Appl. author: Edwin J. Howe. © 15May55; KK107563.

In fair weather or foul, get 3-way protection with American Brakeblok. Brake lining. (In Commercial car journal, Apr. 1955, p.350) Appl. author: Edwin J. Howe. © 5Apr55; KK107310.

Mr. Jobber, how does your bonded brake shoe exchange compare with American Brakebloks? Brake lining. (In Jobber topics, Apr. 1955, p.32-33) Appl. author: Edwin J. Howe. © 15Apr55; KK106285.

Quiet please, by the mile with American Brakeblok. Brake lining. (In Bus transportation, Apr. 1955, p.2 of cover) Appl. author: Edwin J. Howe. © 15Apr55; KK106284.

To Far air compressor owners: Kellogg assures a continued source for Far compressor service

parts. Brake lining. (In Motor age, May 1955, p.158) Appl. author: Edwin J. Howe. © American Brakeshoe Co. (Kellogg-American); 15May55; KK107564.

Whether you deliver orchids or haul asphalt, get 3-way protection with American Brakeblok. (Quiet please) Brake lining. (In Commercial car journal, June 1955, p.198) Appl. author: Edwin J. Howe. © 5Jun55; KK107965.

You be the judge. American Brakeblok, brake lining. (In Brake & front end service, Apr. 1955, p.45) Appl. author: Edwin J. Howe. © 1Apr55; KK106048.

AMERICAN BRASS CO.

Liquid-tight, flexible, durable Sealtite electrical wiring conduit, by American. Bulletin C-22. Folder. Appl. author: John J. Doyle. © American Brass Co., American Metal Hose Division; 1Jun55; KK107351.

Liquid-tight, flexible, durable Sealtite electrical wiring conduit, by American. Bulletin S-537. Folder. Appl. author: John J. Doyle. © American Brass Co., American Metal Hose Division; 20May55; KK107055.

AMERICAN BREWERY, INC. ©

Hi there, make friends with American, the wonderful all-grain beer. [Indian girl with drum standing on tray, pointing toward glass of beer held by woman's hand; open bottle] (In The Baltimore sun, Apr. 13, 1955) Appl. author: VanSant, Dugdale & Co., Inc. © 13Apr55; KK106646.

Hi there, make friends with American, the wonderful all-grain beer, and enjoy Maryland's favorite sport, racing on TV ... [Indian girl holding bottle; race-track background] (In The Baltimore news-post, Apr. 20, 1955) Appl. author: VanSant, Dugdale & Co., Inc. © 20Apr55; KK106647.

AMERICAN CIGARETTE & CIGAR CO., INC. ©

Let your throat enjoy smooth smoking. There is no substitute for Pall Mall, the finest quality money can buy. [Golf course scene] (In Life, Aug. 10, 1953, p.57) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 10Aug53; KK106342.

Let your throat enjoy smooth smoking. There is no substitute for Pall Mall, the finest quality money can buy. [Woman in red dress; man holding 2 cigarettes] (In The Saturday evening post, Feb. 20, 1954, p.55) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Feb54; KK106508.

Let your throat enjoy smooth smoking. There is no substitute for Pall Mall, the finest quality money can buy. [Pall Mall pack; 2 men & woman holding cigarettes; skiers] (In The American Legion magazine, Jan. 1954, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Jan54; KK106997.

This Christmas let your throat enjoy smooth smoking. There is no substitute for Pall Mall, the finest quality money can buy. [Christmas packages] (In Life, Dec. 7, 1953, p.77) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Dec53; KK106340.

AMERICAN CIGARETTE & CIGAR CO., INC. SEE ALSO American Tobacco Co.

AMERICAN CYANAMID CO.

Life on the chemical newsfront. Folder. © American Cyanamid Co., Industrial Chemicals Division; 15Apr55; KK106453.

Life on the chemical newsfront. Folder. © American Cyanamid Co., Industrial Chemicals Division; 9May55; KK106989.

Look what's happened to Aero cyanuric chloride. (In Chemical & engineering news, Apr. 4, 1955, p.1446-1447) © American Cyanamid Co., Industrial Chemicals Division; 4Apr55; KK105753.

AMERICAN FELT CO. ©

Price information: Vibration isolation with Vibra-Mount felt. Data sheet no.10A, January 1955. © 1Apr55; KK105904.

AMERICAN FIXTURE, INC. ©

American Girl mannequins, America's finest low priced fashion figures. Display equipment. Folder. Appl. author: Milton H. Larson. © 13May55; KK106921.

American men, a new series of all plastic men's mannequins. Folder. Appl. author: Milton H. Larson. © 15Apr55; KK106207.

They're alive. Korrekt-Way children's mannequins. Folder. Appl. author: Milton H. Larson. © 16May55; KK107717.

AMERICAN FLEXIBLE COUPLING CO. ©

The Amerigear patented fully crowned tooth form ... Amerigear HMC couplings help tame the river giants. (In Machine design, Oct. 1954, p.416-417) Appl. author: The Lee Donnelley Co. © 7Oct54; KK105525.

The Amerigear patented fully crowned tooth form ... Another marine application using Amerigear flexible couplings solving power transmission problems ... (In Marine engineering, Oct. 1954, p.30-31) Appl. author: The Lee Donnelley Co. © 25Oct54; KK105125.

Troubled with slipper-type coupling failures? Convert to Amerigear spindle roll drive couplings. (In Mechanical engineering, Feb. 1955, p.33) Appl. author: The Lee Donnelley Co. © 1Feb55; KK105526.

AMERICAN HOSPITAL SUPPLY CORP. ©

Aye, we made it mighty hot for these gloves to prove our point. American's Chieftain brown latex gloves. Tomac. (In The Modern hospital, May 1955, p.155) Appl. author: Reincke, Meyer & Finn, Inc. © 29Apr55; KK106499.

Hey, what kind of a joint is this? Dynalok joint. (In The Modern hospital, Apr. 1955, p.141) Appl. author: Reincke, Meyer & Finn, Inc. © 31Mar55; KK105669.

Thermometers look alike, too. Chieftain Star. (In Hospitals, June 1955, p.25) Appl. author: Reincke, Meyer & Finn, Inc. © 31May55; KK107619.

AMERICAN-LA FRANCE FOAMITE CORP. ©

Wheeled-engine extinguisher chart. Sheet. Appl. author: Harold M. Messenger. © 30Sep54; KK104032.

AMERICAN LEGION. ©

Address memorandum books. Order blank. Sheet. Appl. author: C. A. Morris. © 18Apr55; KK106441.

The American Legion emblem. Order blank for membership buttons, official shirts and ties. Sheet. Appl. author: C. A. Morris. © 13Jan55; KK105411.

For Memorial Day. Flags, clothing, grave markers & insignia. Folder. Appl. author: C. A. Morris. © 18Apr55; KK106440.

Introducing chairs, handi-sets, serv-sets and card tables. Folder. Appl. author: C. A. Morris. © 8Apr55; KK105986.

Order blank for athletic equipment and sportswear. Sheet. Appl. author: C. A. Morris. © 8Apr55; KK105985.

Uniforms for junior baseball teams, Legion softball teams. Folder. Appl. author: C. A. Morris. © 8Apr55; KK105984.

AMERICAN MANUFACTURING CONCERN. ©

Falcon toys that last. Fun Time. Blackboards. Label. Appl. author: Earle S. Hale. © 27Jan55; KK105306.

Falcon toys that last. Play Time. Blackboards. Label. Appl. author: Earle S. Hale. © 27Jan55; KK105305.

AMERICAN METAL HOSE DIVISION, AMERICAN BRASS CO. SEE American Brass Co.

AMERICAN MOLASSES CO. ©

Grandma's old fashioned unsulphured molasses. Folder. © 24Jan55; KK103824.

AMERICAN MONUMENT CORP. ©

For your guidance in selecting a monument. 32 p. Appl. author: Michael John Canzoniero. © 6Dec54; KK106545.

AMERICAN MOTORS, INC. ©

When a girl needs a good second car. Post card. Appl. author: Wilbur W. Randall. © 21Jan55; KK103725.

AMERICAN NICKELOID CO. ©

Sampler-Selector. Pre-plated metals. Card. © 30Dec54; KK106104.

AMERICAN OSSACRYL CO. ©

Intramedullary femoral head, neck prosthesis M-1776, Leinbach modification of J. Gosset type. Folder. Appl. author: Max Rosenstein. © 15Jan55 (in notice: 1954); KK105044.

AMERICAN PAMCOR, INC., subsidiary of AIRCRAFT-MARINE PRODUCTS, INC. SEE Aircraft-Marine Products, Inc.

AMERICAN PFAFF CO. ©

New, Pfaff, the first and only completely automatic sewing machine. (In Ladies' home journal, Mar. 1955, p.184) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 18Feb55; KK104321.

Pfaff presents Georgiana Jordan, designing woman. Sewing lessons. 57 p. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 18Feb55; KK105888.

AMERICAN SERVICE PUB. CO., INC. ©

A service wife's problems are different... Your own national magazine, U. S. Lady. (In Army-Navy-Air Force journal, Nov. 27, 1954, p.383) © 27Nov54; KK103009.

AMERICAN TERRAZZO MACHINE CO.

Straight from the manufacturer to you at a substantial savings. The new dental bur holder. Dental appliances. Folder. © Alfred A. Simcich d.b.a. American Terrazzo Machine Co.; 31Jan55; KK103740.

AMERICAN TOBACCO CO. ©

All new, Lucky Doodles. (In Purdue exponent, Jan. 26, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jan55; KK107096.

Burley growers can prevent big losses from field insects. No.50. (In The Kentucky farmer, June 1955, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Jun55; KK108142.

Burley growers who plan right can reduce nicotine content. No.46. (In The Kentucky farmer, Feb. 1955, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Feb55; KK104288.

Careful seeding and insect control help plant beds grow better burley. No.47. (In The Kentucky farmer, Mar. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Mar55; KK105825.

Cartons of Luckies, so nice to give, so wonderful to get, says Ann Sothern. (In The Saturday evening post, Dec. 11, 1954, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Dec54; KK104487.

Certified seed protects Burley tobacco growers. (In The Kentucky farmer, Jan. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Jan55; KK103858.

Draws free as a breeze. Herbert Tareyton cigarettes. (In Collier's, June 24, 1955, p.45) Appl. author: The M. H. Hackett Co. © 24Jun55; KK107702.

Egad, more Lucky Doodles. Lucky Strike. (In Kansas State collegian, Feb. 22, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Feb55; KK107097.

Famous for quality, Tareyton gives you much more smoking enjoyment. (In Collier's, Apr. 1, 1955, p.81) Appl. author: The M. H. Hackett Co. © 1Apr55; KK105317.

Famous for quality, Tareyton gives you much more smoking enjoyment. [Jade and gold box, by Fabergé; woman's hand holding cigarette pack] (In Collier's, May 27, 1955, p.95) Appl. author: The M. H. Hackett Co. © 27May55; KK107153.

Filter tip smokers, here's the true tobacco taste you've been missing. Herbert Tareyton cigarettes. cMan's head & package; (In Collier's, Mar. 4, 1955, p.83) Appl. author: The M. H. Hackett Co. © 4Mar55; KK104262.

Filter tip smokers, here's the true tobacco taste you've been missing. Herbert Tareyton cigarettes. cWoman's head & package; (In Collier's, Feb. 4, 1955, p.75) Appl. author: The M. H. Hackett Co. © 4Feb55; KK103568.

Filter tip smokers, true tobacco taste. They're all yours when you smoke filter tip Tareyton. cMan's head & shoulders; color; (In Collier's, Jan. 21, 1955, p.35) Appl. author: The M. H. Hackett Co. © 21Jan55; KK103402.

Filter tip smokers, true tobacco taste. They're all yours when you smoke filter tip Tareyton. cWoman's head & shoulders; (In The Boston traveler, Nov. 8, 1954, p.8) Appl. author: The M. H. Hackett Co. © 8Nov54; KK103158.

Flue-cured growers can stop insects from eating up tobacco profits. No.43. (In The Southern planter, Apr. 1955, p.6) Appl. author: Carl Camenisch Advertising, Inc. © 1Apr55; KK105895.

For me there's just one brand, Lucky Strike. [Endorsed by] Clinton D. Carlough. (In Dakota farmer, Jan. 15, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan55; KK105127.

For me there's just one brand, Lucky Strike. [Endorsed by] Clinton D. Carlough. (In Farm & ranch, Jan. 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec54; KK103016.

A good Burley stand saves labor and raises quality. No.49. (In The Kentucky farmer, May 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1May55; KK107012.

Hail-damaged tobacco can often be salvaged. No.44. (In The Southern planter, May 1955, p.6) Appl. author: Carl Camenisch Advertising, Inc. © 1May55; KK107011.

Harvest tobacco fully ripe for an easier, better cure. No.45. (In The Southern planter, June 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Jun55; KK107689.

Here's true tobacco taste. Filter tip Tareyton. [Country club] (In Collier's, Apr. 29, 1955, p.41) Appl. author: The M. H. Hackett Co. © 29Apr55; KK106021.

I've sampled other brands, but to my mind Luckies taste better. Earl Brown. (In Afro American, Baltimore, Apr. 5, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Apr55; KK107086.

Light up a Lucky, it's light-up time. (In Collier's, Mar. 4, 1955, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Feb55; KK105128.

Light up a Lucky, it's light-up time. [Seated tennis players holding cigarettes; Lucky Strike package] (In Collier's, Apr. 29, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr55; KK107088.

Look, look, look, Lucky Droodles. Lucky Strike. (In Iowa State daily, Jan. 11, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Jan55; KK107095.

Luckies take the prize with me. J. Maurice Smith. (In Weekly star farmer, Mar. 16, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Mar55; KK107099.

Luckies taste better, that's why I take to them. H. H. "Doc" Mundy. (In Farm & ranch, May 1955, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr55; KK107093.

Luckies taste so much better. [Endorsed by] Ruthe Campanella. (In The Baltimore Afro-American) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Feb55; KK105130.

Luckies taste so right to me, says Sylvia Olden Lee. (In The Afro-American, Baltimore, Nov. 20, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Nov54; KK103011.

Lucky day for Ted Williams. Lucky Strike cigarettes. (In True, Jan. 1955, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Dec54; KK103017.

Lucky Droodles; get 'em here. Lucky Strike. (In Daily Princetonian, Feb. 28, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb55; KK107090.

Lucky Droodles; loads of 'em. Lucky Strike. (In Daily California, Jan. 7, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jan55; KK107089.

Lucky Droodles, we've got 'em. Lucky Strike. (In University of Nebraska, Feb. 15, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Feb55; KK107098.

More Lucky Droodles; more laughs. Lucky Strike. (In Indiana daily student, Jan. 10, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jan55; KK107094.

Proceed with caution in flue-cured irrigation. No.41. (In The Southern planter, Feb. 1955, p.19) Appl. author: Carl Camenisch Advertising, Inc. © 1Feb55; KK104169.

Recently I switched to Luckies, they taste better. [Endorsed by] Everett Lee. (In The Baltimore, Afro-American) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jan55; KK105129.

Reward yourself with the pleasure of smooth smoking. Pall Mall, famous cigarettes. (In Look, Sept. 21, 1954, p.58) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 21Sep54; KK106341.

Rita's going steady. I buy only one brand of cigarettes, Lucky Strike, says Rita Gam. (In Household, Jan. 1955, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Dec54; KK103014.

Soil preparation, proper spacing are factors in good flue-cured stands. No.42. (In The Southern planter, Mar. 1955, p.9) Appl. author: Carl Camenisch Advertising, Inc. © 1Mar55; KK105473.

Step right up for Lucky Droodles. Lucky Strike. (In The Dartmouth, Mar. 2, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Mar55; KK107092.

Stop here for Lucky Droodles. Lucky Strike. (In Daily Princetonian, Mar. 8, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Mar55; KK107091.

They all agree: Luckies taste better. William Nunn [and 2 others] (In The Baltimore Afro-American) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Feb55; KK105131.

Well kept, disease-free beds produce finer flue-cured tobacco. No.40. (In The Southern planter, Jan. 1955, p.21) Appl. author: Carl Camenisch Advertising, Inc. © 1Jan55; KK103463.

What is happening to Burley tobacco acreage? No.48. (In The Kentucky farmer, Apr. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Apr55; KK105891.

What makes a Lucky taste better? [Endorsed by] Red Grange. (In Grit, Nov. 21, 1954, news section, p.20) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Nov54; KK103015.

What makes a Lucky taste better? [Male worker standing with lighted cigarette in his hand] (In Farm journal, Dec. 1954, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Nov54; KK104486.

When the movie's over, what's the first thing you do? Lucky Strike. (In Collier's, Apr. 1, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Mar55; KK107087.

Why Van Johnson smokes Luckies. Take it from me, Luckies taste better. (In The Saturday evening post, Feb. 5, 1955, p.43) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb55; KK105126.

AMERICAN TOBACCO CO. SEE ALSO American Cigarette & Cigar Co., Inc.

ANDALE CO. ©

Andale valves, fourway, non-lubricated, tapered plug type ... Bulletin 461 P. Card. © 8Jun55; KK107824

ANDERSON CO. ©

Anco Big Shot windshield washer. Just a touch of your toe shoots a quick strong stream ... Stock no.2100. Label. © 3Feb55; KK107257.

Anco Big Shot windshield washer in a profit-making counter display carton. Form 04-0372. Sheet. © 22Mar55; KK107247.

Anco Clear-Flex economy refills. Economy refills replace Clear-Flex wiping unit when streaking starts. Stock no.600. (Shelf carton to hold 5 pair boxes) Windshield wiper blades and arms for automobiles. Label. © 16Feb55; KK104606.

Anco Clear-Flex economy refills. Ten keen wiping edges. Stock no.600. (Pair boxes) Windshield wiper blades and arms for automobiles. Label. © 16Feb55; KK104605.

Anco Skin Cleanser, granulated hand soap. Form 04-0041, rev. 11-54. Sheet. © 4Jan55; KK104607.

Check sheet, Anco blade and arm replacements for wrap-around, curved, and flat windshields on passenger cars. Form 04-0388. Sheet. © 13May55; KK107250.

Dealer's requisition for Anco \$16.45 retail bonus. Windshield wiper blades and arms for automobiles. Form 04-0408. Sheet. © 13May55; KK107251.

Easy way to put on your Anco Cobrette wiper conversion. Form 04-0412. Folder. © 10May55; KK107256.

Engineered by Anco's own staff of windshield wiper specialists ... Anco Cobrette wiper conversion ... Form 04-0409. Folder. © 13May55; KK107255.

Get wider, safer vision through your wrap-around windshield ... Anco Cobrette wiper conversion. Form 04-0410. Poster. © 10May55; KK107254.

Mr. Anco Dealer: ... Now, you get your rich, new series A Anco prizes in half the time. Windshield wiper blades and arms for automobiles. Form 04-0375. Folder. © 13May55; KK107249.

Mr. Anco Dealer: Use this new requisition to get quicker Anco merchandise for box flaps. Windshield wiper blades and arms for automobiles. Form 04-0053. Sheet. © 13May55; KK107253.

ANDERSON CO. © Cont'd.

New, Anco super service Turtleback wiper blades designed for quicker, cleaner wiping of wrap-around windshields. Form 04-0407. Sheet. © 13May55; KK107246.

Now, fast, new profits with Anco Cobrette wiper conversions for wrap-around windshields. Form 04-0406. Folder. © 13May55; KK107248.

Now, get fast, easy profits with this new Anco wrap-around wiper products group ... Form 04-0411. Folder. © 13May55; KK107252.

Rain or shine, when you talk Anco blades, you sell Anco blades. Windshield wiper blades and arms for automobiles. Sheet. © 7Feb55; KK104608.

Washes your windshield cleaner, faster ... Anco Big Shot windshield washer. Form 04-0374, rev. 7-54. Sticker. © 3Feb55; KK104609.

ANGLE, PAUL M.

Charles A. Beard. SEE Kingsport Press, Inc.

H. L. Mencken. SEE Kingsport Press, Inc.

Henry George. SEE Kingsport Press, Inc.

Ida M. Tarbell. SEE Kingsport Press, Inc.

Lincoln Steffens. SEE Kingsport Press, Inc.

Sinclair Lewis. SEE Kingsport Press, Inc.

ANIMAL TRAP CO. OF AMERICA. ©

The safe, easy way to catch mice. Victor mouse traps. 2 traps. Label. Appl. author: Hux Cuts, Inc. © 5May55; KK107673.

ANKUDOWICH, KOSTANTY & WILLIAM A. HOLCOMB d.b.a. COM-KU CO. SEE Com-Ku Co.

ANSON (ART) INC. ©

New, 3D barbecue aprons with eggs - cheese and butter pats. Art Anson Articles: Big Fry, Small Fry, Big Cheese and Little Cheese. Sheet. Appl. author: Arthur H. Anson. © 14Dec54 (in notice: 1955); KK103949.

A-PEELING PAINT CO.

A-Peeling paint. Label. © Dee Tozer d.b.a. A-Peeling Paint Co.; 1Sep54; KK105779.

APEX ELECTRICAL MANUFACTURING CO. ©

Fluff washes and dries your clothes faster, cleaner, at lowest cost. Apex automatic laundry appliances. (In The Saturday evening post, Mar. 5, 1955, p.3 of cover) Appl. author: Meldrum & Fewsmith, Inc. © 1Mar55; KK105463.

Gets your clothes so fluffy clean. New Apex Wash-A-Matic with matching automatic clothes dryer. Form no.ADF-4-55. Folder. Appl. author: Meldrum & Fewsmith, Inc. © 20Jun55; KK107947.

One look inside will tell you why ... Apex spiral tub agitator, with no wear fluff-washing action. (In The Saturday evening post, May 28, 1955, p.126) Appl. author: Meldrum & Fewsmith, Inc. © 24May55; KK107237.

AQUATROLS CORP. OF AMERICA. ©

Aqua Gro, non-ionic organic wetting agent. Contains one quart. Label. Appl. author: Roland C. E. Ullman, Jr. © 13Aug54; KK103384.

ARCADY FARMS MILLING CO. ©

Arcady Calf Grower Pellets, Arcady Calf Starter; feed herd replacements to produce at early age. Folder. Appl. author: The Biddle Co. © 1Aug54; KK105959.

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Boost egg output with new DE factor, Arcady 28 % mash concentrate. Feeds. Folder. Appl. author: The Biddle Co. © 1Nov54; KK105960.

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Perfect urea blending, new Arcady Special 16 dairy feed eliminates protein waste. Folder. Appl. author: The Biddle Co. © 1Oct54; KK105962.

ARCHER MILLS, INC. ©

Archer, spring 1955, fashion colour news. Women's full-fashioned nylon hosiery. (In Vogue) Appl. author: Frederick C. Williams & Associates. © 1Mar55; KK105139.

ARCON.

This dainty little Tracer tag secures your portables by invisible identification without revealing your name. Display card. © Arcon, Arthur D. Cohn, sole owner; 1Jun55; KK108121.

ARDALT, INC. ©

Fabulous imports. Famous names in ceramics. Table lamps. (In The Gift & art buyer, Oct. 1954, p.3) Appl. author: Leon A. Arditti. © 6Oct54; KK103268.

Lenwile China. Adorables with ruching lace accents. China figurines. (In The Gift & Art buyer, Feb. 1955, p.3) Appl. author: Leon A. Arditti. © 14Dec54 (in notice: 1955); KK107446.

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May we send you a sample assortment of flower carts and bird cages on pebble pink Lenwile China? Centerpieces. (In The Gift & art buyer, Mar. 1955, p.3) Appl. author: Leon A. Arditti. © 21Feb55; KK107447.

Won't you try a sample assortment of contemporary artists' paintings of still life on Lenwile China? Teapots, sugar bowls & creamers. (In The Gift & art buyer, Apr. 1955, p.3) Appl. author: Leon A. Arditti. © 16Mar55; KK107448.

ARLENGE LABORATORIES. ©

Lur-A-Fish, the taste-scent that attracts fish. Label. © 15Feb55; KK106476.

ARMITE LABORATORIES. ©

Tap-Tool, super sensitive tapping head. Sheet. Appl. author: John H. Armington. © 11Apr55; KK106180.

ARMOUR & CO. ©

Armour chemicals float more pure minerals up from each ton of ore. Picture of flotation tank. (In Engineering & mining journal, Mar. 1954, p.187) Appl. author: G. Park Taylor. © 10Mar54; KK103538.

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- ARMOUR CHEMICAL DIVISION, ARMOUR & CO. SEE Armour & Co.
- ARMSTRONG CORK CO. ©
Armstrong Quaker linoleum rugs, made with exclusive K-99 enamel. Hanger. Poster. © 24Jan55; KK103643.
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- ARNOLD BAKERS, INC. ©
Arnold Brick Oven rye. Real old time flavor. Net weight 1 lb. Label. © 3Jan55; KK103116.
- Arnold hot dog buns. Net wt. 7 1/4 oz. Label. © 28Apr55; KK106318.
- Brick Oven choc-chip cookies. Net weight 6 1/2 oz. Label. © 25Apr55; KK106409.
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- AROTEX MANUFACTURING CO. ©
Steering wheel cover. Fabric covers for motor vehicle steering wheels. Label. Appl. author: Irving Weisberg. © 10Oct54; KK104263.
- ARROW DISPLAY ASSOCIATES. ©
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- ART & DESIGN WORKSHOP, INC.
Tobac-A-Chief, kerchief pouch. Another exclusive smokers' accessory, by Normandie. Label. Appl. author: Norman D. Waters. © Normandie Imports, division of Art & Design Workshop, Inc.; 4May55; KK106714.
- ART GUILD OF WILLIAMSBURG. ©
Send your regards with Art Guild cards. Greeting card envelopes. Label. Appl. author: Moe Becker. © 3Jan55; KK104833.
- ARTCRAFT FEATURES.
Facts of life. Advertising mats. Sheet. © S. Richard Finkel & Albert P. Salisbury d.b.a. Artcraft Features; 12May55; KK108016.
- Helpful Harry. Advertising mats. Sheet. © Albert P. Salisbury & S. Richard Finkel d.b.a. Artcraft Features; 3May55; KK108017.
- Josephine. Advertising mats. Sheet. © S. Richard Finkel & Albert P. Salisbury d.b.a. Artcraft Features; 5May55; KK108015.
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- An amazing new hobby. Min-A-Plex. Magic plastic ... deluxe kit. Toys, novelties, handicraft. Label. © 20Jan55; KK103717.
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- ARTISTS & WRITERS GUILD, INC.
Dearborn-Johnston reading kit, an indispensable tool for reading improvement. SEE Simon & Schuster, Inc.
- ARTS & ADS, INC. ©
Humortoons, v.1. Ad-mats. Sheets. © 7Mar55; KK105206.
- Humortoons, v.2. Ad mats. Sheet. © 14Mar55; KK105629.
- Master Plumber, v.1. Ad-mats. Sheets. © 7Mar55; KK105205.
- ASCHER, ERNEST JOACHIM, and GERTRUDE HOPPE ASCHER d.b.a. ASCHER CO. SEE Ascher Co.
- ASCHER, GERTRUDE HOPPE, and ERNEST JOACHIM ASCHER d.b.a. ASCHER CO. SEE Ascher Co.
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Learn the secrets of Luther Burbank and the latest improved techniques. Create new plant varieties for pleasure and profit. Folder. © Gertrude Hoppe Ascher & Ernest Joachim Ascher d.b.a. Ascher Co.; 7Sep54; KK102952.
- ASHEL, BEN. ©
Just looking, thank you. Browser's permit. Direct mail advertising. Card. © 19Mar55; KK105060.
- ASSOCIATED BLUE LAKE GREEN BEAN CANNERS, INC. ©
When you eat out, when you eat in, meet Mr. Blue Lake, the aristocrat of the green bean family. (In Woman's home companion, May 1955, p.122) Appl. author: Donald R. Dawson. © 21Apr55; KK106047.
- ASTORIA MANUFACTURING CO., INC. ©
Non-poisonous, Little Giant fire extinguisher stops all small fires. Contents: 12 1/2 oz. net. Label. Appl. author: Albert Thiemann. © 21Dec54; KK108206.
- ATLANTIC-PACIFIC MANUFACTURING CORP. ©
APCO marine life saving and water-sport equipment. Folder. Appl. author: Clarence M. Skoedberg. © 12Jan55; KK103313.
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- ATLANTIC TRADING.
Roto-Chess. Game. Label. Appl. author: Pierre P. Pattyn. © Atlantic Trading Corp. d.b.a. Atlantic Trading; 10Jan55; KK104060.
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Now, real savings in floor maintenance. 3 in 1 Atlas Floor-Vac. Sheet. Appl. author: Edward G. Courcier. © 21Mar55; KK105324.

ATLAS MINERAL PRODUCTS CO. ©

Atlas corrosion-proof cements. Bulletin 5-2. 11 p. Appl. author: Raymond B. Seymour. © 15Mar55; KK105495.

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ATLAS SUPPLY CO. ©

For extra safety, mileage, comfort, Atlas tubeless Cushionaire tire. Appl. author: McCann Erickson, Inc. © 25Mar55; KK106094.

New Atlas tubeless Cushionaire tire for greater value in safety, mileage, comfort. (In The Saturday evening post, Jan. 22, 1955, p.13) Appl. author: McCann Erickson, Inc. © 22Jan55; KK106093.

New tubeless Atlas Cushionaire tire for extra safety, more mileage ... (In The Saturday evening post, Mar. 5, 1955, p.42) Appl. author: McCann Erickson, Inc. © 5Mar55; KK106092.

No finer tire in the world. Atlas Premium. (In The Saturday evening post, Apr. 16, 1955) Appl. author: McCann Erickson, Inc. © 16Apr55; KK106196.

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ATLAS UNDERWEAR CORP.

Multiply your underwear profits with Allen-A Uni-Tach, multi-magic, self merchandisers. Display units. Folder. Appl. author: John R. Keller. © Allen-A Co., division of Atlas Underwear Corp.; 1Mar55; KK104804.

A-TREAT BOTTLING CO.

A-Treat Slendorita, sugar-free, non-fattening ginger ale, dietetic beverage. Contents full quart. Label. © John Egizio & Joseph Egizio t.a. A-Treat Bottling Co.; 20Jun55; KK108072.

AUGSTEIN (S.) & CO., INC.

How to buy these Sacony poplin separates. Women's & children's apparel. (In Life, Apr. 18, 1955, p.9) © Sacony, a division of S. Augstein & Co., Inc.; 18Apr55; KK105914.

How to buy these washable Sacony separates. Women's & children's apparel. (In Life, Apr. 11, 1955, p.10) © Sacony, a division of S. Augstein & Co., Inc.; 11Apr55; KK105680.

How to buy this \$25 Sacony suit of Palm Beach cloth. Women's and children's apparel. (In Life, Mar. 21, 1955, p.117) © Sacony, a division of S. Augstein & Co., Inc.; 21Mar55; KK104927.

AUNT ELSIE Z. BRADBERRY. SEE Bradberry, Elsie Zamecnik.

AUNT MARTHA'S WHOLESALE CO. ©

Your new confidential wholesale price-sheet. Hosiery. Mail folder. Appl. author: Helen Grace Smith. © 6May55; KK107209.

AVON COSMETICS. ©

Avon for a lovelier, younger-looking skin. (In Modern romances, Feb. 1955, p.18-19) Appl. author: Monroe F. Dreher, Inc. © 8Jan55; KK106057.

Avon, such lovely ways to beauty. (In True story, Mar. 1955, p.22-23) Appl. author: Monroe F. Dreher, Inc. © 8Feb55; KK106056.

AVON PRODUCTS, INC. ©

Take time out for beauty when your Avon representative calls. Cosmetics. (In Modern romances, Apr. 1955, p.18-19) Appl. author: Monroe F. Dreher, Inc. © 8Mar55; KK106448.

B

B & C PRODUCTS CO.

Reflective emblem. Card. © George H. Blinco & Glenn P. Coan d.b.a. B & C Products Co.; 10Jan55; KK103299.

B. W. B. FOODS, INC. ©

Grandma Brown's bean soup with bacon. Contents 1 lb. 5 oz. Label. Appl. author: Stecher-Traung Lithograph Corp. © 10May55; KK107725.

BABB, GORDON A. d.b.a. ACE PRODUCTS. SEE Ace Products.

BABEE-TENDA CORP. ©

A free gift for your baby for sharing the good news. Baby furniture. Post card. Appl. author: The Phil Gordon Agency, Inc. © 21Feb55; KK106876.

New convenience, new style, new quality. It's the New World Babee-Tenda. Baby furniture. Folder. Appl. author: The Phil Gordon Agency, Inc. © 20Dec54; KK103855.

Owner's manual: How to get the most out of your new Babee-Tenda. Baby furniture. 13 p. Appl. author: Phil Gordon Agency, Inc. © 24Nov54; KK107674.

BABSON BROS. CO. ©

Electrobrain, the Surge automatic high-velocity push button pipeline washer. Shown for the first time ... (In Pennsylvania farmer, Jan. 8, 1955, p.36) Appl. author: Bert S. Gittins Advertising. © 8Jan55; KK103389.

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For only \$5 down and up to 24 months to pay, you can have a genuine Surge milker unit. (In Hoard's dairyman, Apr. 25, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 15Apr55; KK106018.

Millions of cows are sure of Surge Tug & Pull milking tonight. Milking machine. cColor Ad. (In Farm journal, Jan. 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 28Dec54 (in notice: 1955); KK102839.

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Not just hundreds, but many thousands are switching to Surge. Milker. (In American agriculturist, Mar. 19, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 21Mar55; KK105569.

Now, easy terms on Surge ... Milking machine. (In Western dairy journal, Apr. 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 12Apr55; KK105884.

A safeguard for health. Surge plate type strip cup. (In Veterinary medicine, Mar. 1955, p.15) Appl. author: Bert S. Gittins Advertising. © 21Feb55; KK104393.

She would be happier with Surge Tug & Pull and healthier, too. Milking machine. (In Electricity on the farm, Mar. 1955, p.2 of cover) Appl. author: Bert S. Gittins Advertising. © 2Mar55; KK104620.

Surge. Now you can buy everything on easy terms. Dairy equipment. (In Hoard's dairyman, May 25, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 25May55; KK107432.

Surge safe cow milking comes first. Pipeline milker. (In Veterinary medicine, Feb. 1955, p.17) Appl. author: Bert S. Gittins Advertising. © 20Jan55; KK103615.

Surge Tug & Pull milking plus organized Surge service. Milking machine. (In The Progressive farmer, Apr. 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 7Apr55; KK105739.

Surge, twice a day, every day, millions of cows get Surge Tug & Pull milking. Milking machine. (In Electricity on the farm, Jan. 1955, p.2 of cover) Appl. author: Bert S. Gittins Advertising. © 30Dec54 (in notice: 1955); KK103267.

Surge visibility lets you watch Tug & Pull work. Milking machine. (In Florida dairy news, Jan.-Feb. 1955, p.2 of cover) Appl. author: Bert S. Gittins Advertising. © 3Mar55; KK104634.

Thousands switch to Surge. Milkers. (In American agriculturist, Jan. 15, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 15Jan55 (in notice: 1954); KK103771.

When you buy Surge ... you get much more than just a milking machine. (In Hoard's dairyman, Feb. 25, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 25Feb55; KK105521.

When you buy Surge ... you get much more than just a milking machine. (In The Brown Swiss bulletin, Mar. 1955, between p.64 & 65) Appl. author: Bert S. Gittins Advertising. © 11Mar55; KK104892.

Without the active, cheerful and friendly help ... Organized Surge service. Milking machine service. (In The Brown Swiss bulletin, Jan. 1955, between p.72-73) Appl. author: Bert S. Gittins Advertising. © 15Jan55; KK104205.

BACARDI IMPORTS, INC. ©

A Bacardi daiquiri has less calories than a glass of skim milk. Rum. (In Life) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 23Nov53; KK103536.

This new bouffant cotton organdie ... is designed for a swank soiree. Gilbey's Spey Royal scotch whisky. Sheet. Appl. author: Brooke, Smith, French & Dorrance, Inc. © 1Aug54; KK103328.

BACH, MAX ERMAN. SEE Erman-Bach, Max.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©
Bacharach engine work stands. Leaf-
let 907. Sheet. © 27Apr55;
KK106415.

Bacharach filter gauge. Leaflet
854. © 15Apr55; KK106024.

Bacharach sling psychrometer. Leaf-
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KK103582.

Bacharach sling psychrometer,
model SAC. Instructions 12-C-54.
4 p. © 22Mar55; KK105248.

Engineered for General Motors
diesels. Bacharach GM injector
tester for series 51, 71 and 110
injectors. Leaflet 908. Sheet.
© 6May55; KK106678.

GM series 71 injector tube replacer
kit. Leaflet 904. © 11Apr55;
KK105710.

Instructions for Mercury thermom-
eters. Bacharach sling psychrom-
eter. Instructions 4-C-55.
Sheet. © 19May55; KK107033.

Model MZF, the all-purpose draft
gauge for every type of heating
plant. Leaflet 822. Sheet.
© 12Jan55 (in notice: 1954);
KK103279.

Parts list for Tempscribe tem-
perature recorder. Model STA.
List no. 47-200. Folder.
© 12Feb55; KK104350.

Parts list for type 4-HS engine
pressure indicator. Model YZC.
List no. 18. Sheet. © 22Mar55;
KK105249.

Practical hints for thermostat in-
stallations. One of a series.
Leaflet 783. Sheet. © 21Jan55;
KK103583.

BAGSCO.

Bagsco, cedar pet mattress. Label.
© Bagsco, Boyce Albert Gatewood,
sole owner; 27Oct54; KK103010.

BAITAIR CORP. LTD. ©

Baitair. A battery operated device
for pumping air into live bait
containers. Label. Appl. au-
thor: Bennie J. Jelinek.
© 22Feb55; KK104342.

BAKER BRUSH CO., INC. ©

New, colorful, free, Open-House, by
Baker, the automatic brush dis-
penser. Display device exhibit-
ing brushes. Folder. © 17Dec54;
KK104035.

BALL BROS. CO. ©

Call Ball and get more than glass.
Ball packaging research counsel
can help you cut shipping costs.
Canning jars, lids & cartons.
(In Food packer, June 1955, p.3
of cover) Appl. author: Appleg-
ate Advertising Agency, Inc.
© 1Jun55; KK107901.

Call Ball and get more than glass.
Canning jars and lids. (In Food
packer, May 1955, p.3 of cover)
Appl. author: Applegate Adver-
tising Agency, Inc. © 1May55;
KK106754.

Call Ball and get more than glass.
Canning jars & lids. (In
Spirits, Apr. 1955, p.7) Appl.
author: Applegate Advertising
Agency, Inc. © 10Apr55; KK106265.

Fun with a flavor. Canning jars &
lids. (In Western family, June
1955, p.48) Appl. author:
Applegate Advertising Agency, Inc.
© Ball Bros. Co. of California,
Inc. (in notice: Ball Bros. Co.);
26May55; KK107471.

Home-canning tips and toppers, by
Lucina Ball. Canning jars & lids.
(In Capper's farmer, June 1955,
p.64) Appl. author: Applegate
Advertising Agency, Inc.
© 15May55; KK107661.

Naturally better for baby, yet
costs no more than ordinary
brands. Hygeia screw cap
nursers. (In Your new baby,
Dec. 1954, p.15) Appl. au-
thor: Applegate Advertising
Agency, Inc. © 4Nov54;
KK105050.

So you're planning on canning, by
Lucina Ball. Canning jars and
lids. (In The Southern farm &
home almanac, Apr.-June 1955,
p.15) Appl. author: Applegate
Advertising Agency, Inc.
© 1Apr55; KK106749.

The sure way to please their taste.
Canning jars and lids. (In
Household, July 1955, p.38)
Appl. author: Applegate Adver-
tising Agency, Inc. © 20Jun55;
KK108084.

BALL BROS. CO. OF CALIFORNIA, INC.
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BALLARD, CLAUDE THOMAS d.b.a. KOW-BOY
PRODUCTS CO. SEE Kow-Boy Products
Co.

BALTIMORE LUGGAGE CO. ©

They'll never guess the secret of
Lady Baltimore. (In Holiday,
June 1955, p.8) Appl. author:
Robert W. Orr & Associates, Inc.
© 18May55; KK107036.

What's the mysterious secret of Lady
Baltimore? (In Holiday, Feb. 1955,
p.88) Appl. author: Robert W. Orr
& Associates, Inc. © 13Jan55;
KK103467.

BANK OF AMERICA NATIONAL TRUST &
SAVINGS ASSN. ©

Serving commerce around the world.
Banking services. (In Fortune,
Aug. 1953, p.52) Appl. author:
Charles R. Stuart Advertising
Agency. © 28Jul53; KK104715.

BANKER (R. C.) & CO. ©

Spring sale of furniture. Mail
folder. © 28Feb55; KK105148.

Up to 50 % off. August furniture
discount sale. Mail folder.
© 8Jun55; KK107698.

Warehouse clearance sale. Furniture.
Mail folder. © 8Jun55; KK107699.

BANKERS LIFE & CASUALTY CO. ©

Are you protected against doctor
and hospital bills ... White
Cross Plan. (In The American
Legion magazine, Jan. 1954, p.9)
© 1Jan54; KK107272.

At last, non-cancellable, guaran-
teed renewable hospital-medical-
surgical insurance to age seventy-
five. cMan holding comparative
lists: The White Cross Plan.
(In Chicago daily tribune, Feb. 8,
1955, pt.1, p.19) Appl. author:
Grant, Schwenck & Baker, Inc.
© 8Feb55; KK106260.

At last, non-cancellable, guaran-
teed renewable hospital-medical-
surgical insurance to age seventy-
five. cWoman chatting over fence
with couples: The White Cross Plan.
(In Chicago daily tribune, Mar.
26, 1955, pt.1, p.16) Appl. au-
thor: Grant, Schwenck & Baker, Inc.
© 26Mar55; KK106259.

Available for the first time to res-
idents of Oklahoma, the famous
White Cross Plan of hospital, medi-
cal, surgical insurance. (In The
Daily Oklahoman, Apr. 3, 1955,
p.12-D) Appl. author: Grant,
Schwenck & Baker, Inc. © 3Apr55;
KK106338.

News about protection for farm fam-
ilies. How you can get money for
sickness and accident bills with-
out going to the hospital. The
White Cross Plan. (In Montana

farmer-stockman, Feb. 15, 1955,
p.28) Appl. author: Grant,
Schwenck & Baker, Inc.
© 15Feb55; KK106535.

News about protection for your
family. How you can get money for
sickness and accident bills with-
out going to the hospital. The
White Cross Plan. (In Family
weekly magazine, Apr. 17, 1955,
p.16) Appl. author: Grant,
Schwenck & Baker, Inc. © 17Apr55;
KK106262.

Now, you can get money for sick-
ness and accident bills without
going to a hospital. The White
Cross Plan. (In The Columbus
citizen, Feb. 6, 1955, p.7A)
Appl. author: Grant, Schwenck &
Baker, Inc. © 6Feb55; KK106368.

P6, a new kind of low-cost hospi-
talization protection now avail-
able for the first time. The
White Cross Plan. (In Chicago
Sunday tribune, Jan. 2, 1955,
pt.2, p.12) Appl. author:
Grant, Schwenck & Baker, Inc.
© 2Jan55; KK106261.

Rates can never be raised on this
revolutionary new non-cancellable,
guaranteed-renewable hospital,
medical, surgical policy that even
gives you money back if you stay
well. The White Cross Plan. (In
The Cleveland press, Apr. 18, 1955,
p.35) Appl. author: Grant,
Schwenck & Baker, Inc. © 18Apr55;
KK106367.

BANKERS LIFE CO. ©

How pocket money brought us a life-
time of financial security. In-
surance. (In Time, Jan. 31, 1955,
p.67) Appl. author: John Wheat-
ley. © 31Jan55; KK103719.

Just \$5 down could have started that
boy to college. Insurance. (In
Time) Appl. author: John Wheat-
ley. © 28Feb55; KK105313.

Our farm has everything, except a
future. Insurance. (In Better
farming, Apr. 1955, p.20) Appl.
author: John Wheatley. © 1Apr55;
KK105428.

BARCALO MANUFACTURING CO. ©

The ad said it was a wonderful chair
for the whole family. Relax in
the one and only Barcalounger re-
clining chair. (In The New Yorker,
Sept. 19, 1953, p.59) Appl. au-
thor: Batten, Barton, Durstine &
Osborn, Inc. © 17Sep53; KK104191.

After a day at the office, relax
in a Barcalounger ... Anyone
can enjoy the comforts ...
Reclining chairs. (In Sunset,
Feb. 1955, p.20) Appl. author:
Batten, Barton, Durstine & Os-
born, Inc. © 25Jan55; KK107325.

After a day at the office, relax
in a Barcalounger ... See the
smart new Barcaloungers ...
Reclining chairs. (In The Satur-
day evening post, Feb. 12, 1955,
p.58) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 9Feb55; KK107327.

After housework, relax in a Barca-
lounger ... See the beautiful
new Barcaloungers ... Reclining
chairs. (In Sunset, Apr. 1955,
p.142) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 25May55; KK107323.

After housework, relax in a Barca-
lounger ... See them at your
favorite store now. Reclining
chairs. (In The Saturday eve-
ning post, Apr. 16, 1955, p.192)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 11May55;
KK107328.

BARCALO MANUFACTURING CO. © Cont'd.

The chair that's teaching America how to relax. Barcalounger. Reclining chairs. (In The National Geographic, Mar. 1955, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar55; KK107326.

Every Santa deserves a Barcalounger. c3 reclining chair models in black & white. (In Successful farming, Nov. 1954, p.99) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Oct54; KK104184.

Every Santa deserves a Barcalounger. c6 reclining chair models in color. (In Better homes & gardens, Nov. 1954, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Oct54; KK104183.

Father at the end of his rope? Give him a Barcalounger reclining chair. (In The Saturday evening post, June 5, 1954, p.94) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun54; KK104186.

Feel like the last rose of summer? Relax in a Barcalounger reclining chair. (In Better homes & gardens, Sept. 1954, p.124) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Sep54; KK104185.

I don't know who he is. He just said he wanted a little rest before a long trip he had to take. Barcalounger reclining chairs. (In The New Yorker, Dec. 5, 1953, p.106) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Dec53; KK104189.

It's his own fault. He bought it from a salesman who said it was just like a Barcalounger. Reclining chairs. (In The New Yorker, Nov. 14, 1953, p.115) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov53; KK104188.

Men aren't the only ones who need this kind of relaxation. Barcalounger. Reclining chairs. (In The National Geographic, May 1955, 6th p. from back) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May55; KK107324.

Nose to the grindstone? Relax in a Barcalounger. Reclining chairs. (In The Saturday evening post, Oct. 16, 1954, p.52) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct54; KK104182.

See? That's the chair I was telling you about. Relax in the one and only Barcalounger reclining chair. (In The New Yorker, Oct. 17, 1953, p.101) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct53; KK104187.

Working like a horse? Relax in a Barcalounger reclining chair. (In Successful farming, Sept. 1954, p.106) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Aug54; KK104190.

BARDAHL MANUFACTURING CORP. ©

So you think your car has lost her snap? Bardahl, add it to your motor oil. (In The Saturday evening post, Oct. 31, 1953, p.189) Appl. author: Wallace Mackay Co. © 27Oct53; KK103930.

BARNES (JOHN S.) CORP. ©

Barnes pumps are designed to beat competition. (In Machine design, Apr. 1955, p.140) Appl. author: Ken Seitz & Associates, Inc. © 7Apr55; KK106046.

BARR-LEWIS PRINTING CO. ©

Original iron railing layout form. Folder. Appl. author: Ralph W. Barr. © 25Oct54; KK107039.

BARRY, JAMES A.

Nat first ad service. SEE Lamb, Ora W.

BARRY-WEHMLER MACHINERY CO. ©

B-W Bruceway marker, for cans and metal top containers. Model 400. Bulletin no.310. Folder. © 15Oct54; KK104494.

BARTMANN & BIXER, INC. ©

Kitty Kenneth suggests: Be your own decorator, hang Modesty curtains these many ways. Display card. Appl. author: Samuel A. Dix. © 6Apr55; KK105648.

BARTON, INC. ©

Be my valentine. 10 Barton's bonbonniere milk chocolate cupid pops. 4 ozs net. Label. © 6Jan55; KK103105.

BARTON'S BONBONNIERE, S. A. ©

Swiss neapolitans. Individually wrapped miniature chocolate bars. 16 pieces; 3 ozs. Label. © 27Dec54; KK102861.

BAUER, JACK. ©

Coffee tablets for excellent coffee. Sheet. © 10Feb55; KK104037.

BAVARIAN BREWING CO., INC. ©

It's the simple truth. Ray Hoffmann. Bavarian's Old Style beer. (In Cincinnati times star, Jan. 26, 1955, p.30) Appl. authors: Robert Wilson & Thomas Brogan. © 26Jan55; KK103657.

No new-fangled nonsense. Ray Hoffmann. Bavarian's Old Style, a man's beer. (In The Cincinnati enquirer, Jan. 10, 1955, p.31) Appl. authors: Robert Wilson & Thomas Brogan. © 10Jan55; KK103661.

One taste is worth a thousand words. Ray Hoffmann. Bavarian's Old Style, a man's beer. (In Cincinnati times-star, Jan. 19, 1955, p.59) Appl. authors: Robert Wilson & Thomas Brogan. © 19Jan55; KK103662.

BE-TRUE GAMES.

A new word game, U-reka, I found it. A game for beginners in reading. No.1. Label. © Be-True Games, a partnership composed of Henrietta Brebbia & Gertrude F. Wilson; 9Dec54; KK103977.

BEACON CO. ©

For linoleum, rubber, asphalt tile, wood, etc. Beacon Quik-Gloss non-rubbing wax. One gallon. Label. © 22Mar55; KK106281.

For linoleum, rubber, asphalt tile, wood, etc. Beacon Quik-Gloss non-rubbing wax. One quart. Label. © 22Mar55; KK106279.

For use on wood, linoleum and other surfaces. Beacon paste wax. One pound net. Label. © 22Mar55; KK106280.

Removes all waxes without scrubbing. Beacon all-brands wax & dirt remover. Sample. 4 ounces. Label. © 15Jan55; KK104211.

Removes all waxes without scrubbing. Beacon all-brands wax & dirt remover, by the makers of Beacon floor wax. Contents 32 ounces, one quart. Label. © 15Jan55; KK104204.

Removes all waxes without scrubbing. Beacon all-brands wax & dirt remover, by the makers of Beacon wax. Contents 16 ounces, one pint. Label. © 15Jan55; KK104209.

BEACON PLASTICS CORP. ©

Rejuvenate yourself with a Davy Crockett coonskin cocktail. Cups. Folder. © 2Jun55; KK107373.

BEAR MANUFACTURING CO. ©

Announcing a great, new, money-making service; Bear Super Comfort Ride car conditioning service. (In Motor, Jan. 1955, p.54-55) Appl. author: Van Auken, Ragland & Stevens. © 15Jan55 (in notice: 1954); KK104601.

For that dream ride. Announcing a great new money-making service; Bear Super Comfort Ride conditioning. (In Jobber topics, Nov. 1954, p.253-256) Appl. author: Van Auken, Ragland & Stevens. © 15Nov54; KK105215.

BEATRICE FOODS CO. ©

Chocolate flavored, Make-A-Shake, made by Meadow Gold for instant milk shakes. Net weight one ounce. Label. © 22Mar55; KK105036.

Kids like milk shakes. Meadow Gold Make-A-Shake for instant milk shakes. 24 packages. Label. © 22Mar55; KK105065.

Like milk shakes? Meadow Gold Make-A-Shake for instant milk shakes. 24 packages. Label. © 22Mar55; KK105064.

Meadow Gold mealtime adventures by Beatrice Cooke. Free, 10 recipes for cottage cheese treats. Peach sunburst pie. (In Ladies' home journal, Feb. 1955, p.142) Appl. author: Madeleine Barnes. © 27Jan55; KK103908.

You're never too young and never too old to need your quart of Meadow Gold. Grade A pasteurized, homogenized, vitamin D milk. (In Life, Oct. 26, 1953, p.126) Appl. author: John Rolfe. © 23Oct53; KK103258.

BEAU BRUMMELL TIES, INC. ©

Mr. Square, by Beau Brummell, an American favorite. \$1.50. Card. Appl. author: Edw. J. Weisbaum. © 22Dec54; KK103109.

BECK, C. O. ©

Colonial Kitchen, old fashion white enriched bread. Thin sliced. Net weight 1 lb. Label. © 6May55; KK108119.

BECKERMAN (M.) & SONS, INC. ©

Davy Crockett boot, by Beckerman, with fanciful picture and fence. 3 D 142 AB. Manufactured by Hoague-Sprague Corp. Label. © 15Jun55; KK107981.

BECTON, DICKINSON & CO. ©

Be prepared. Ace rubber-elastic bandages. F93-55. Folder. © 21Jan55; KK103655.

Performance, convenience, economy, B-D Multifit syringes and B-D Yale needles. BM1-55. Folder. © 4Jan55; KK103646.

Wilson latex surgeons' gloves with exclusive curved fingers. WG 1-55. Folder. © Wilson Rubber Co., a division of Becton, Dickinson & Co.; 27May55; KK107378.

BEDFORD, INC. ©

Mark Em golf. Game. Label. Appl. author: Erwin L. Kemnitz. © 10Feb55; KK104309.

BEIR (ARTHUR) & CO.

Cute Tomata. SEE Cello-Masters, Inc.

BELL ENGRAVING CO., INC.

Roll-Rite. SEE Umanoff, Martin.

BELLAIRE INDUSTRIES, INC. ©
Inside story. Bellaire aluminum
screens and storm windows.
Folder. © 15Jan55; KK104511.

BELLBROOK DAIRIES, INC. ©
Arden Slim Freez. Half gallon.
Ice milk. Label. Appl. author:
Michael Riordan. © Bellbrook
Dairies, Inc. d.b.a. Bell Brook;
1Dec53; KK107400.
Slim Cheez. Cottage cheese. Net
contents one pint. Label. Appl.
author: Michael Riordan. © 1Dec53;
KK105252.

BELLEVUE MANUFACTURING CO. ©
How to play Learn-To-Earn, the
fascinating game that teaches
children the value of money ...
Toy safe. Folder. © 15Apr55;
KK108115.
Learn-to-earn. Toy safe. Label.
© 15Apr55; KK107848.

BEMIS-JASON CORP. ©
Behind these doors are greater
sales, greater savings for you.
Printed corrugated paper.
Folder. © 18Jan55; KK103817.

BENCO PRODUCTS. ©
Put your car on a salt free diet.
Quality car protective and
polish. Label. Appl. author:
Hugh Bentley. © 28Dec54;
KK103326.

BENDIX AVIATION CORP. ©
Schematic diagram of Bendix jet
nozzle actuator, models TO-A5
and TO-A6. Aircraft carburetors.
Sheet. Appl. author: Louis C.
Jiricek. © 15Jul54; KK104383.
Schematic diagram of Bendix model
AJ-A2 gas turbine fuel control
unit. Aircraft carburetors.
Sheet. Appl. author: John N.
Bryan. © 20Dec54; KK107897.
Schematic diagram of NA-Y9E1 float
carburetor. Sheet. Appl. author:
Wendell W. Knepple. © 21Sep54;
KK107896.
Schematic diagram of Stromberg in-
jection carburetor, model PD-
18C3A. Sheet. Appl. author:
Wendell W. Knepple. © 3Jun54
(in notice: 1953); KK106984.
Schematic diagram of Stromberg
NA-R7A float carburetor. Sheet.
Appl. author: Wendell W. Knepple.
© 4May54; KK104492.
Schematic diagram of Stromberg
NA-R9B float carburetor. Sheet.
Appl. author: Wendell W. Knepple.
© 17Aug54; KK107342.
Schematic diagram of Stromberg
NA-S3A1 float carburetor. Sheet.
Appl. author: Wendell W. Knepple.
© 11May54; KK104490.
Schematic diagram of Stromberg
PD-12K14, and PD12K18 injection
carburetors. Sheet. Appl.
author: Wendell W. Knepple.
© 4Feb54; KK104491.
Schematic diagram of Stromberg
PD-12R1 injection carburetor.
Sheet. Appl. author: Wendell
W. Knepple. © 15Sep54; KK104387.
Schematic diagram of Stromberg
PR-58PI master control. Air-
craft carburetor. Sheet.
Appl. author: Edward B. Kunkle.
© 1Aug54; KK104381.
Schematic diagram of Stromberg
PT-13G1 injection carburetor.
Sheet. Appl. author: Wendell
W. Knepple. © 27Aug54; KK104380.
Schematic diagram of Stromberg
PT-13G5 & PT-13G6 injection
carburetor. Sheet. Appl.
author: Wendell W. Knepple.
© 27Aug54; KK104382.

Schematic diagram of the Bendix
model AP-B2 gas turbine fuel con-
trol unit. Aircraft carburetor.
Sheet. Appl. author: Fred W.
Kraft. © 15May54; KK106985.

Schematic diagram of the Bendix
model PB-A2 temperature datum
valve. Aircraft carburetor.
Sheet. Appl. author: Fred W.
Kraft. © 5May54; KK106983.

Schematic diagram of the Bendix
model TJ-S1, TJ-S2 and TJ-S3,
gas turbine fuel controls.
Sheet. Appl. author: Frederick
W. Kraft. © 15Apr54; KK103043.

BENGAL CO. ©
Mink luxury floor wax. 59¢. Pint.
Label. Appl. author: Hillel
Hannes. © 2Feb54; KK105146.
Wonderful 707 formula, a Preventhem
insecticide. One U. S. quart.
Label. Appl. author: Hillel
Hannes. © 1Jan53; KK103468.
Wonderful 707-B. Insecticide. One
U. S. quart. Label. Appl. au-
thor: Hillel Hannes. © 2Jan53;
KK103444.

BENGUE, INC. ©
Children's Ben-Gay, now brings to
your youngsters Ben-Gay's famous
quick relief from cold miseries.
Ointment. Sheet. © 28Dec54
(in notice: 1955); KK103115.
(See also Bengue, Inc.; 25Jan55;
KK103665)
Children's Ben-Gay, now brings to
your youngsters Ben-Gay's fa-
mous quick relief from cold
miseries. Ointment. Sheet.
© 25Jan55; KK103665. (See also
Bengue, Inc.; 28Dec54 (in no-
tice: 1955); KK103115)
How Ben-Gay brings you quick relief
from muscular and rheumatic pain
and the misery of colds. Oint-
ment. Sheet. © 28Dec54 (in
notice: 1955); KK103114. (See
also Bengue, Inc.; 25Jan55;
KK103664)
How Ben-Gay brings you quick relief
from muscular and rheumatic pain
and the misery of colds. Oint-
ment. Sheet. © 25Jan55;
KK103664. (See also Bengue, Inc.;
28Dec54 (in notice: 1955);
KK103114)
The original French Baume anal-
gesique. Ben-Gay, fast relief
from aches and pains. Net con-
tents 1 1/4 oz. Pharmaceutical
product. Label. © 3May55;
KK106600.

BENJAMIN ELECTRIC MANUFACTURING CO. ©
With this announcement ... Never
before a chalkboard like this,
new Benjamin Porcenell. (In
Architectural forum, Apr. 1955,
p.231) Appl. author: Van Auken,
Ragland & Stevens. © 15Apr55;
KK106153.

BENNETT, NORMAN. ©
This is Magnascreen. Magnascreen
gives an added-dimension to the
TV screen; the first wide-screen
TV. Sheet. © 1Dec54; KK102935.

BENNETT-IRELAND, INC. ©
The Universal Beneform fireplace
damper. 6 p. Appl. author:
Edward J. Leahy. © 15Jan55;
KK103698.

BERKELEY, EDMUND C. & OLIVER GARFIELD
forming the partnership GENIAC
PROJECT. SEE Geniac Project.

BESS, G. B.
Vito-Do, a wheat germ concentrate ...
Label. © Guy Brown Bess; 23Jun55;
KK108207.

BEST & CO., INC. ©
A Best & Co. specialty, the Shirt-
maker. Dresses. (In The New
York times, Apr. 10, 1955, p.7)
© 10Apr55; KK105760.

Branches are in full bloom for
spring. General merchandise.
(In New York herald tribune,
Mar. 24, 1955, p.5) © 24Mar55;
KK105189.

Growing up in Best-Flex means a
life-time on easy feet. Chil-
dren's shoes. (In New York
herald tribune, Feb. 11, 1955,
p.5) © 11Feb55; KK104031.

It's a baby's world. Lilliputian
Bazaar. Baby's clothes. (In
The New York times, Mar. 15,
1955, p.6) © 15Mar55; KK104806.

BEST FEEDS & FARM SUPPLIES, INC. ©
High nutrient dog & puppy food,
My Own Muggs. 5 lbs. net.
Label. © 18Feb55 (in notice:
1954); KK104532.

BEST OF THE BUYS. ©
Best of the Buys, by Maude Evans.
General merchandise. (In Moose,
Dec. 1954 - Jan. 1955, p.5)
Appl. author: George J. Provol.
© 15Nov54; KK105804.

BIBB MANUFACTURING CO. ©
Colormates, newest idea in sheets
and pillowcases, by Bibb. (In
Living for young homemakers,
Dec. 1954, p.9) © 22Nov54;
KK104333.

BIG JOE MANUFACTURING CO. ©
The advantage of In-Between Hand-
ling. Big Joe lift trucks.
(In Flow, May 1954, p.4) Appl.
author: Glenn-Jordan-Stoetzel,
Inc. © 1May54; KK104516.

Eliminate central dispatch, install
IBH. Big Joe lift trucks provide
hydraulic handling for every de-
partment. (In Flow, Jan. 1955,
p.4) Appl. author: Glenn-
Jordan-Stoetzel, Inc. © 1Jan55
(in notice: 1954); KK103366.

An executive handbook on materials
handling. Big Joe lift trucks.
(In Business week, June 5, 1954,
p.93) Appl. author: Glenn-
Jordan-Stoetzel, Inc. © 5Jun54;
KK103363.

The high and low of In-Between
Handling. Big Joe lift trucks.
(In Flow quarterly, summer 1954,
p.19) Appl. author: Glenn-
Jordan-Stoetzel, Inc. © 1Jul54;
KK104517.

How to apply and use IBH. More
than 40 Big Joe models for in-
between handling. Lift trucks.
(In Flow, Aug. 1954, p.4)
Appl. author: Glenn-Jordan-
Stoetzel, Inc. © 1Aug54;
KK103059.

IBH grows up; Big Joe goes up 110".
Lift trucks. (In Modern materials
handling, June 1954, p.36) Appl.
author: Glenn-Jordan-Stoetzel,
Inc. © 1Jun54; KK103058.

IBH is like a blueprint. Custom-
build with Big Joe lift trucks.
(In Modern materials handling,
Dec. 1954, p.144) Appl. au-
thor: Glenn-Jordan-Stoetzel,
Inc. © 1Dec54; KK103362.

IBH is the system; Big Joe is the
tool. Lift trucks. (In Indus-
trial equipment news, May 1954,
p.93) Appl. author: Glenn-
Jordan-Stoetzel, Inc. © 1May54;
KK103057.

IBH is the system, Big Joe is the
tool. Triple action foot operated
unloaders. Lift trucks. (In Chemi-
cal processing, July 1954, p.126)
Appl. author: Glenn-Jordan-Stoet-
zel, Inc. © 1Jul54; KK103370.

BIG JOE MANUFACTURING CO. © Cont'd.

It's here. It's Big Joe. It's IBH. Lift trucks. (In Industrial maintenance, June 1954, p.6) Appl. author: Glenn-Jordan-Stoetzel, Inc. © 1Jun54; KK103365.

It's here. It's In-Between Handling. It's another Big Joe development. (In Flow, Nov. 1954, p.4) Appl. author: Glenn-Jordan-Stoetzel, Inc. © 1Nov54; KK103368.

Low capital investment, inexpensive operation ... Quality, efficiency, and economy too, with an In-Between Handling system based on Big Joe lift trucks. (In Flow, Dec. 1954, p.4) Appl. author: Glenn-Jordan-Stoetzel, Inc. © 1Dec54; KK103367.

Today, tomorrow, everyday, Big Joe provides IBH where you need it, when you need it. Lift trucks. (In Plant administration, June 1954, p.148) Appl. author: Glenn-Jordan-Stoetzel, Inc. © 1Jun54; KK103364.

You can beat this Big Joe Drum-Toter. Lift trucks. (In Flow, Sept. 1954, p.4) Appl. author: Glenn-Jordan-Stoetzel, Inc. © 1Sep54; KK103369.

BIGGS, PAUL G. ©

Wiptop. Whippit and make it zoom. Toy top device. Label. © 26Mar55; KK105802.

BINNEY & SMITH, INC. ©

Intermixes perfectly ... Genie Handipaint. Finger painting. Folder. © 30Sep54; KK105307.

BIRD & SON, INC. ©

Diane debs. Shoe boxes. Label. © 9Dec54; KK102860.

Mira Mode, youthful footwear. Shoe box label. © 24Jan55; KK105236.

Tepeetown. Shoe box label. © 1Mar55; KK104943.

BIRGE, NAT B. ©

8 genuine Hickory Briquettes. Smokemaster. Label. © 30Mar55; KK105425.

BIRNBAUM (C.) LTD. ©

Coat & garment hangers. Order form. Appl. author: Charles Birnbaum. © 17Feb55; KK106108.

BIRSHTEIN STUDIOS, INC. ©

Decor-Duck. Vat dyed, mercerized ... 13 decorative colors. The Statesman Line. Slipcover material. Sheet. © 15Jun55; KK107982.

Pampas. Vat dyed, preshrunk, stabilized ... 26 rainbow-inspired colors. The Statesman Line. Book no.104. Drapery & slip cover fabrics. Cardboard. © 4Apr55; KK107004.

Statesman Miniatures ... An unusual collection of small-patterned print designs selected for all decorative uses. The Statesman Line. Book no.102. Drapery & slip cover fabrics. Cardboard. © 4Apr55; KK107006.

The ultimate in decorative fabrics, Vista. Draperies, slip covers & upholstery [fabrics] The Statesman Line. Book no.101. Cardboard. © 4Apr55; KK107005.

BITTLE ENTERPRISES. ©

Instructions for assembling Wishing Well planter kit. Sheets. Appl. author: Joyce P. Bittle. © 10Apr55; KK106071.

BLAIR, ALLEN H. sole owner, TECHNICAL SPECIALTIES CO. SEE Technical Specialties Co.

BLANKE-BAER EXTRACT & PRESERVING CO. ©

A new taste sensation, apple strudel ice cream. Poster. © 1Apr55; KK107652.

BLATCHLEY & BALLARD COMMODITIES, INC.

Fern Farm home made chicken pie. Net wt. 8 oz. Label. Appl. author: Sherman C. Blatchley. © Blatchley & Ballard Commodities, Inc. (in notice: Fern Farm Division of Blatchley & Ballard Commodities, Inc.); 20Oct54; KK105198.

BLATZ BREWING CO., A DIVISION OF SCHENLEY INDUSTRIES, INC. SEE Schenley Industries, Inc.

BLAW-KNOX CO. ©

Machinery for rebuilding the nation's roads is part of the Blaw-Knox job for industry. (In Fortune, Aug. 1953, p.51) Appl. author: Al Paul Lefton Co., Inc. © 28Jul53; KK102875.

BLAYNEY, RICHARD D. d.b.a. E-Z WAY TEMPLATES. SEE E-Z Way Templates.

BLINCO, GEORGE H. and GLENN P. COAN d.b.a. B & C PRODUCTS CO. SEE B & C Products Co.

BLOCK, ISADORE N., KENNETH CRONENWETT & WALTER H. KUMM d.b.a. MATCH KUT CO. SEE Match Kut Co.

BLOCK ARTISTS' MATERIALS CO. ©

Coaster design 301. Price 15¢. Sheet. Appl. author: Mildred Kelleher. © 22Apr55; KK106700.

BLUE NOVELTY CO. ©

Fly-n dsc. Instructions. Toy. Card. Appl. author: Walter Leo Blue. © 8Feb55; KK104287. Fly-n dsc. Toy. Display card. Appl. author: Walter Leo Blue. © 8Feb55; KK104277.

BORD COAL CO.

Gripo, the expanded agrigate. Net weight 20 lbs. Label. © Harry L. Bord Coal Co. (in notice: Bord Coal Co.); 19Nov54; KK105790.

BORDEN CO. ©

Best pie never baked. Borden's date pecan ice cream pie. (In Chicago daily news, Nov. 19, 1954, p.13) Appl. author: Jim Hicks. © 19Nov54; KK104217.

Elsie brand banana bongo. Banana milk sherbet on-a-stick. Net contents 3 fl. ozs. Label. Appl. author: David Maxwell. © 1Jun54; KK104218.

Glorious topping for dozens of desserts. Borden's whipping cream. (In Chicago daily news, Oct. 28, 1954, p.39) Appl. author: Jim Hicks. © 28Oct54; KK104219.

How to win the battle of the food budget the modern way. Borden's Starlac nonfat dry milk solids. (In Look, Nov. 17, 1953, p.23) Appl. author: Frank Gerhart. © 3Nov53; KK105579.

Why fuss making egg nog when Borden's is so good and creamy? (In The Saturday evening post, Dec. 12, 1953, p.80) Appl. author: Mari Hayes Wettereau. © 9Dec53; KK105578.

You'll call it milk magic, new instant Starlac. Nonfat dry milk. (In The News-sentinel, Fort Wayne, Oct. 21, 1954, p.54) © 21Oct54; KK106530.

BORG-ERICKSON CORP. ©

The Borg 800 scale. The top-quality, price-protected bath scale. Sheet. Appl. author: Wallace-Ferry-Hanly Co. © 15Apr55; KK107349.

Flight, a luxurious scale for your bath. Borg scale. Label. Appl. author: Container Corp. of America. © 29Apr55; KK106682.

Visi-Color display unit available with Borg scale deal no.800-15. Sheet. Appl. author: Wallace-Ferry-Hanly Co. © 1Feb55; KK107347.

Visi-Color display unit available with Borg scale deal no.800-15. Sheet. Appl. author: Wallace-Ferry-Hanly Co. © 16Feb55; KK104386.

What a beautiful way to toast a bride. Borg's Flight for her bath. Scales. (In Ladies' home journal, June 1955, p.75) Appl. author: Wallace-Ferry-Hanly Co. © 1May55; KK107350.

What a beautiful way to watch your weight ... Borg's Flight for your bath. Bathroom scales. (In The Bride's magazine, summer 1955, p.170) Appl. author: Wallace-Ferry-Hanly Co. © 5Mar55; KK106579.

What a beautiful way to watch your weight. Borg's Flight for your bath. Bathroom scales. (In The Ladies' home journal, May 1955, p.196) Appl. author: Wallace-Ferry-Hanly Co. © 1Apr55; KK107348.

BOSTON BONNIE FISHERIES. ©

Always abreast of the times. Frozen fish. (In Quick frozen foods, Mar. 1955, p.299) Appl. author: Hyman S. Trilling. © 10Mar55; KK105510.

BOSTROM MANUFACTURING CO. ©

This hurts you much more than him. Bostrom Torsion-Spring Level Ride seat. 15 p. © 27Apr55; KK106580.

BOTANY MILLS, INC. ©

Botany brand 500, tailored, by Daroff. It will be my pleasure to greet you at N.A.R.C.F. convention. Men's clothing. (In Daily news record, Feb. 18, 1955, p.9) © 18Feb55; KK104681.

The Botany brands camera brings a great value into focus with Rambler gabardine slacks. Bert Bacharach. (In Sports illustrated, Apr. 25, 1955, p.65) © 21Apr55; KK107165.

The Botany brands camera brings better fashion into focus with wrinkle-proof ties. Bert Bacharach. (In Sports illustrated, Mar. 7, 1955, p.35) © 4Mar55; KK105530.

The Botany brands camera brings you a new perspective on sportshirts. Bert Bacharach. (In Sports illustrated, Mar. 28, 1955, p.6) © 24Mar55; KK105823.

The Botany brands camera develops a new fashion idea in wrinkle-proof ties. Bert Bacharach. (In Sports illustrated, Apr. 11, 1955, p.9) © 8Apr55; KK106039.

The Botany brands camera exposes the fashion and value in club flannel slacks. (In Sports illustrated, Mar. 21, 1955, p.6) © 17Mar55; KK105824.

The Botany brands camera focuses on a bright, new idea for summer pure white flannel slacks. (In Sports illustrated, May 9, 1955, p.48) © 5May55; KK107718.

The Botany brands camera focuses on America's greatest value in slacks. Club flannels. Bert Bacharach. (In Sports illustrated, Feb. 21, 1955, p.1) © 17Feb55; KK105531.

The Botany brands camera gives you a close-up of a great value in slacks. (In Sports illustrated, Mar. 14, 1955, p.29) © 11Mar55; KK105616.

The Botany brands camera gives you a new view of the wrinkle-proof tie. Bert Bacharach. (In Sports illustrated, May 16, 1955, p.10) © 12May55; KK107359.

The Botany brands camera gives you a true picture of a truly great value, Rambler gabardine slacks. Bert Bacharach. (In Sports illustrated, Apr. 18, 1955, p.44) © 15Apr55; KK106159.

The Botany brands camera takes a candid view of sportshirts. Sporting Seascape prints. Bert Bacharach. (In Sports illustrated, May 2, 1955, p.9) © 30Apr55; KK107213.

Botany brands focuses the Botany camera on the buying public with intensive national advertising. Men's clothing. (In Men's wear, Feb. 4, 1955, p.74-75) © 4Feb55; KK104717.

The enlightened man wears Botany brand 500, tailored by Daroff, for the minimum in weight, to give the maximum in cool well-dressed comfort ... Men's clothing. (In Life, Apr. 18, 1955, p.180) © 15Apr55; KK107124.

The enlightened man wears Botany brand 500, tailored by Daroff, for the minimum in weight, to give the maximum in cool well-dressed comfort. Take the heat off your mind by getting the weight off your shoulders. Men's clothing. (In Esquire, May 1955, p.111) © 10Apr55; KK107166.

The informed man wears Botany brand 500, tailored by Daroff. He knows how to get maximum quality for the minimum cost. Men's clothing. (In True, Apr. 1955, p.9) © 25Mar55; KK105615.

The informed man wears Botany brand 500, tailored by Daroff. The man with a keen eye for value ... Men's clothing. (In The Saturday evening post, Mar. 5, 1955, p.91) © 1Mar55; KK104680.

The informed man wears Botany brand 500, tailored by Daroff. There goes a man who knows how to dress. (In Time, Feb. 14, 1955, p.2) © 11Feb55; KK104718.

Just see what Botany brands has done with the s-t-r-e-t-c-h idea in men's socks ... You must see what Botany brands has done with the cashmere pricing in men's sweaters. (In Men's wear, Apr. 22, 1955, p.72-73) © 22Apr55; KK107470.

A memorable memo to every men's wear retailer ... Botany fashion camera, by Bert Bacharach. (In Men's wear, Jan. 7, 1955, p.44-45) © 7Jan55; KK103575.

Over 2,000 leading retailers all over America are happily convinced they have the greatest clothing line at its price in the entire country ... Botany brand 500, tailored by Daroff. Men's clothing. (In Daily news record, New York, Apr. 4, 1955, p.19) © 4Apr55; KK107125.

The sports-minded man wears Botany brand 500, tailored by Daroff, for the casual comfort he prefers. Men's clothing. (In Sports illustrated, Apr. 18, 1955, p.2) © 15Apr55; KK106160.

A stirring adventure in fabric starring a brilliant cast of color. Topcoats by Botany brand 500, tailored by Daroff. Kirk Douglas. (In Esquire, Feb. 1955, p.113) © 6Jan55; KK103383.

They wear better, Botany fabrics. Botany brand 500, tailored by Daroff. Men's clothing. (In The New York times magazine, Jan. 30, 1955, section 6, p.14) © 30Jan55; KK104484.

A woman's most flattering accessory, her man in a Botany brand 500 suit tailored by Daroff. (In Vogue, Mar. 1, 1955, p.171) © 1Mar55; KK105834.

BOTIMER, LLOYD d.b.a. BOTIMER SPECIAL TOOL CO. SEE Botimer Special Tool Co.

BOTIMER SPECIAL TOOL CO. Operating instructions for your Mitr-Tru tool. Sheet. © Lloyd Botimer d.b.a. Botimer Special Tool Co.; 4May55; KK106891.

BOWER, FRANK W., LULA H. BOWER, RALPH H. BOWER & GERALD F. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER, GERALD F., FRANK W. BOWER, LULA H. BOWER & RALPH H. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER, LULA H., FRANK W. BOWER, RALPH H. BOWER & GERALD F. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER, RALPH H., FRANK W. BOWER, LULA H. BOWER & GERALD F. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER MANUFACTURING CO. TV, picnic, bar-b-q, party baskets. 12 baskets. Label. © Bower Manufacturing Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 7Mar55; KK105077.

BOYD, M. W. Car hammock instructions. Gipsy car hammock for use in autos. Sheet. © Max Wendell Boyd; 9Apr55; KK105658.

BRACH (E. J.) & SONS. © Chocolate assorted Broxies. (In Family circle, May 1955, p.15) Appl. author: Arthur Meyerhoff & Co. © 25Apr55; KK106478. Chocolate assorted Broxies. (Woman's hand pouring candy into dish; 2 children, girl with hand in candy) (In Collier's, May 13, 1955, p.55) Appl. author: Arthur Meyerhoff & Co. © 13May55; KK107469.

Enjoy finest real chocolate. Brach's ... candy. (Mother and child at candy counter) (In Better living, Mar. 1955, p.22) Appl. author: Arthur Meyerhoff & Co. © 16Feb55; KK103954.

Enjoy finest real milk chocolate. Brach's ... candy. (Grocery store scene) (In Every-woman's, Feb. 1955, p.3) Appl. author: Arthur E. Meyerhoff & Co. © 27Jan55; KK103647.

Enjoy finest real milk chocolate. Brach's ... candy. (Mother & 2 children; television scene) (In Family circle, Feb. 1955, p.79) Appl. author: Arthur Meyerhoff & Co. © 27Jan55; KK103700.

BRADBERRY, ELSIE ZAMECNIK. Aunt Elsie's musical milk cows. Child's musical instrument. Sheet. © Aunt Elsie Z. Bradberry; 17Feb55; KK105494.

BRADLEY (MILTON) CO. © Another key to fun and learning. Animal Fun game. 4516. Label. © 1Mar55; KK106488.

Another key to fun and learning. Fluffy Yarns sewing cards. (Pig & calf) 4518. Label. © 1Mar55; KK106486.

Another key to fun and learning. Fluffy Yarns sewing cards. [Rooster & shoe] 4509. Label. © 1Mar55; KK106487.

Another key to fun and learning. Goin' fishin' game. 4522-2. Label. © 1Feb55; KK103801.

Another key to fun and learning. Junior combination board plays 18 games. 4927. Label. © 25Jan55; KK103797.

Another key to fun and learning. No fuss, no muss, easy to use, Redskin Magi paint. [Boy pouring paint; girl making pattern] 4529. Label. © 1Mar55; KK106484.

Another key to fun and learning. Pathfinder. 4416. Game. Label. © 1Mar54; KK103800.

Another key to fun and learning. Redskin Magi paint. [Girl pouring paint; boy making pattern] 4530. Label. © 1Mar55; KK106485.

Another key to fun and learning. Redskin Stix-O-Paint. [Girl wearing blue bows; boy holding sign before himself] 4525. Paint sets. Label. © 1Mar55; KK106483.

Another key to fun and learning. Redskin Stix-O-Paint. (Girl wearing polka-dot bows; boy holding sign to right) 4524. Paint sets. Label. © 1Mar55; KK106482.

Another key to fun and learning. Sew a Toy. 4519. Label. © 1Mar55; KK106481.

Another key to fun and learning. The game that gets your Goat. 4513. Label. © 25Jan55; KK103798.

Jollytime dominoes. 4517-XI. Game. Label. © 25Jan55; KK103799.

Squirt. 4310-1X Game. Board label. © 23Feb55; KK104429.

Squirt, a real fun game. 4310-1:100. Cover label. © 23Feb55; KK104430.

Sugar Land puzzle. 4508-8. Label. © 23Feb55; KK104431.

Wonder Land game. 4521. Board label. © 1Feb55; KK103802.

Wonder Land game. 4521. Cover label. © 1Feb55; KK103803.

BRADSHAW, HARRY DENNIS, owner, SUPERIOR PLANS. SEE Superior Plans.

BRADY, CHESTER LEE. © Brady's [restaurant] Lorain, Ohio. Menus. (Speedy) Folder. © 17Sep54; KK106214.

BRADY, J. C. A whale of a tale, designed to increase sales. Used cars. Folder. © John C. Brady a.k.a. J. C. Brady; 12May55; KK106588.

BRADY, JOHN C. a.k.a. J. C. BRADY. SEE Brady, J. C.

BRADY (W. H.) CO. © Brady self-sticking plastic warning stripes and warning checks. Bulletin no. 143-A. Folder. Appl. author: John A. Pescheck. © 11Feb55; KK104051.

BRADY (W. H.) CO. © Cont'd.
Brady self-sticking pre-cut protective masks. Bulletin no. 160-C. Folder. Appl. author: John A. Pescheck. © 11Feb55; KK104050.

BRAND-NU PRODUCTS, INC. ©
Brand-Nu white wall tire cleaner. 16 fluid oz. Label. © 21Feb55; KK104349.

BRAQUETTE, INC. ©
Braquette such a simple way to frame pictures. (In Picture & gift journal, Mar. 5, 1955, p. 34) Appl. author: Nathan George Horwitt. © 5Mar55; KK105982.

BRAUNWORTH (P. L.) CO., ENGRS. ©
Industrial buildings, Type M. Building structures. Sheet. Appl. author: Percy L. Braunworth. © 25Oct54; KK103934.

BREAST-O'-CHICKEN TUNA, INC. ©
Breast-O'-Chicken brand, fancy solid pack, hi-protein, tuna. Contents 13 oz. avoird. Label. Appl. author: Gerald P. Mertens. © 17May55; KK107927.

BREBBIA, HENRIETTA & GERTRUDE F. WILSON, composing the partnership of BE-TRUE GAMES. SEE Be-True Games.

BRECK (JOHN H.) INC. ©
Baby Breck powder. Net weight 3 1/2 oz. Label. © 20Nov51; KK103375.

Baby Breck soap. Net weight 3 oz. Label. © 3Apr51; KK103385.

Beautiful hair; Breck Brilliant. Hair cream. Net weight 1 oz. Label. © 11Sep45; KK105977.

Beautiful hair; Breck cream treatment, a simple treatment for dry or damaged hair. Net weight 1 1/2 oz. Label. © 6Jan53; KK105733.

Beautiful hair; Breck cream treatment for dry or damaged hair; for professional use. Net weight 1 pound. Label. © 5Oct53; KK103481.

Beautiful hair; Breck cream treatment for dry or damaged hair; tube. Net weight 1 1/2 oz. Label. © 8Nov53; KK103119.

Beautiful hair; Breck cream treatment. Marilyn bride profile painting; tube & jar of Breck cream treatment. (In Ladies' home journal, Apr. 1955, p. 46) © 31Mar55; KK105034.

Beautiful hair; Breck cream treatment with lipicil and lanolin for dry or damaged hair. Net weight 2 oz. Label. © 9Sep54; KK103298.

Beautiful hair; Breck creme rinse ... combination. Joanne painting. (In Ladies' home journal, Mar. 1955, p. 132) © 23Feb55; KK104301.

Beautiful hair; Breck creme rinse. Contents 8 fl. ozs. Label. © 22Nov54; KK103056.

Beautiful hair; Breck hair lotion 1A for dry hair and dandruff. Contents 6 fl. oz. Label. © 7Sep43; KK103148.

Beautiful hair; Breck hair lotion 1B, for oily hair and dandruff. Contents 6 fl. ozs. Label. © 7Sep43; KK102943.

Beautiful hair; Breck hairdress, cream hairdressing. Trucene. Contents 4 fl. oz. Label. © 4Oct54; KK103247.

Beautiful hair; Breck hairdress for men, contains lipicil and lanolin. Contents 1 pint. Label. © 3Sep54; KK102969.

Beautiful hair; Breck Lacene shampoo for oily hair. Christmas greetings. Contents 1 pint. Label. © 24May48; KK102830.

Beautiful hair; Breck No. 1 hair cream. Net wt. 2 ozs. Label. © 10Jan39; KK103052.

Beautiful hair; Breck ointment. Net wt. 2 ozs. Label. © 10Jan39; KK102973.

Beautiful hair; Breck Regular shampoo for normal hair. Christmas greetings. Contents 1 pint. Label. © 24May48; KK102840.

Beautiful hair; Breck rincene leaves the hair clean. Contents 4 fl. oz. Label. © 4Nov41; KK103576.

Beautiful hair; Breck shampoo. Betty Lewis red head painting and 3 - 6 oz. shampoo bottles. (In Vogue, Mar. 15, 1955, p. 4 of cover) © 15Mar55; KK104807.

Beautiful hair; Breck ... shampoo. Painting with Frances Griffith, profile with earrings & 3 - 4 oz. shampoo [bottles] (In Ladies' home journal, May 1955, p. 199) © 28Apr55; KK106181.

Beautiful hair; Breck ... shampoo. Painting with Susan; 3 - 4 ounce bottles. (In Ladies' home journal, June 1955, p. 4 of cover) © 25May55; KK107280.

Beautiful hair; Breck shampoo for dry hair. PH8 lather oil shampoo. Contents 4 fl. oz. Label. © 23May50; KK103663.

Beautiful hair; Breck shampoo for normal hair. Regular shampoo. Contents 4 fl. oz. Label. © 23May50; KK103648.

Beautiful hair; Breck shampoo for oily hair. Lacene ... Contents 4 fl. oz. Label. © 23May50; KK103682.

Beautiful hair; Breck special hair cream. Net weight 2 oz. Label. © 10Jan39; KK103249.

Breck Baby Breck Lavo for washing babies. Contents 4 fl. oz. Label. © 13Aug40; KK103361.

Breck Brilliant for men. Net weight 2 oz. Hair dressing. Label. © 11Sep45; KK103264.

Breck hand cleaner without lathering. Contents 1 pint. Label. © 3Nov42; KK103854.

BRIANT & CO. ©
Ann Briant potato fried cake mix. 13 oz. net wt. Label. Appl. author: Ann Briant. © 1Apr55; KK105567.

BRICK, INC.
Big 8-W, the ultimate in glazed tile. Scales for estimating and designing masonry work. Label. Appl. author: Fallis F. Rees. © Brick, Inc., a copartnership of Fallis F. Rees & F. Worth Rees; 28Feb55; KK104564.

BRIDALS BY MORI LEE. ©
With this gown, I do thee wed. Label. Appl. author: Mary Liebowitz d.b.a. Mori Lee. © 3May55; KK106819.

BRIGGS MANUFACTURING CO. ©
Engineering features like these make Briggs drains easiest of all to install. Plumbing ware and bathroom fixtures. (In Domestic engineering, Sept. 1954, p. 171) Appl. author: MacManus, John & Adams, Inc. © 1Sep54; KK103426.

Two bathrooms - a must in every modern home. Sell that second Briggs Beautyware bathroom, it's easier than you think. (In NAHB correlator, Dec. 1954, p. 53) Appl. author: MacManus, John & Adams, Inc. © 1Dec54; KK103427.

BRILL (H. C.) CO., INC. ©
Old fashioned rice pudding. Net weight 15 ozs. avoird. Label. © 19Nov54; KK103619.

BRINLEY, J. F.
Don't tell me, they're all alike. York Houstonian. Air conditioning units. Sheet. © 12May55; KK108074.

BROADWAY PAPER CO. ©
Send greeting cards for every occasion. Label. Appl. author: Albert S. Kohn. © 8Apr55; KK107133.

BROTHER INTERNATIONAL CORP. ©
Brother pattern selector for the Brother Select-O-Matic, automatic zig-zag sewing machine. Card. Appl. author: Max Hugel. © 12Dec54; KK102912.

BROTHERHOOD OF CHRISTIANS. ©
I catchum big catch fish flies ... Fishing tackle. Label. Appl. author: Claire Blodgett Pershall. © 28Feb55; KK104533.

BROWN & BIGELOW. ©
Best service I ever had; photograph by Constance Bannister. Island Tank & Equipment Co. Blotters. © 19Nov54; KK105545.
Could have told you they're the best; photograph by Constance Bannister. Daniels Office Machine Service Co. Blotters. © 19Nov54; KK105544.
Count me as a contented customer; photograph by Constance Bannister. Golden Cream Do-Nut Co. Blotters. © 19Nov54; KK105546.

BROWN CO. ©
Absorbent, supersoft, firm, Nibroc Sofwite tissue. Toilet tissue. 1000 sheets. © 26Mar54; KK103229.

BROWN-FORMAN DISTILLERS CORP. ©
Bottled in bond, Old Forester, Kentucky straight bourbon whisky. Pour it proudly, for as the label says, there is nothing better in the market. (In Life, Apr. 25, 1955, p. 154) Appl. author: Ruthrauff & Ryan, Inc. © 25Apr55; KK106633.

Famous entertainers, Trenier twins, identical except in their choice of bourbon. Early Times; Old Forester. (In Ebony, Mar. 1, 1955, p. 82-83) Appl. author: Ruthrauff & Ryan, Inc. © 1Mar55; KK105875.

Famous Old Forester is chosen by more sales executives. (In Sales meetings, Jan 1, 1955, between p. 64 & 65) Appl. author: Ruthrauff & Ryan, Inc. © 1Jan55; KK104581.

Famous Old Forester presents a new concept in decanter beauty ... to complement this finest of all bourbons. (In Life, Nov. 8, 1954, p. 133) Appl. author: Ruthrauff & Ryan, Inc. © 8Nov54; KK103142.

Famous Trenier twins, alike in everything except their choice of bourbon. Early Times; Old Forester. (In Ebony, May 1955, p. 58-59) Appl. author: Ruthrauff & Ryan, Inc. © 1May55; KK107784.

I'm Claude. I'm Cliff. Famous Trenier twins alike in everything except in their choice of bourbon. Early Times; Old Forester. (In Jet, May 12, 1955, p. 28-29) Appl. author: Ruthrauff & Ryan, Inc. © 12May55; KK106971.

In the finest tradition of friendship, give famous Old Forester in the season's most distinctive decanter. (In The San Francisco examiner, Dec. 1, 1954, p. 35) Appl. author: Ruthrauff & Ryan, Inc. © 1Dec54; KK103492.

- In the finest tradition of friendship, give famous Old Forester ... this finest of all bourbons. (In Life, Dec. 13, 1954, p.126) Appl. author: Ruthrauff & Ryan, Inc. © 13Dec54; KK103141.
- Season's most distinctive decanter acclaimed by thousands in big pre-season survey ... Old Forester, Kentucky straight bourbon whisky. (In The Dallas morning news, Nov. 19, 1954, pt.1, p.22) Appl. author: Ruthrauff & Ryan, Inc. © 19Nov54; KK103491.
- Unusual way to discover a fine bourbon. Old Forester. (In Collier's, Jan. 21, 1955, p.19) Appl. author: Ruthrauff & Ryan, Inc. © 21Jan55; KK104582.
- BROWN SALTMAN CO.**
Tables that Turn. Label. Appl. author: Malcolm Steinlauf. © Brown-Saltman Furniture Co. d.b.a. Brown Saltman Co.; 7Apr55; KK106011.
- BROWN-SALTMAN FURNITURE CO. d.b.a.**
BROWN SALTMAN CO. SEE Brown Saltman Co.
- BROWNING MANUFACTURING CO. ©**
Browning FHP drives for air conditioning equipment. Price sheet V-176-A. Appl. author: Laurance L. Browning. © 29Nov54; KK102951.
- BRUCE (E. L.) CO. ©**
Announcing the new Bruce, do-it-yourself, flooring package. Folder. Appl. author: Thomas Harvey Creech. © 10Jun55; KK107812.
- Announcing two completely new concepts in the field of termite control. Bruce Terminix. Folder. © 10Oct54; KK103833.
- Bruce asphalt tile cleaner. Cleans and reconditions tile floors and linoleum. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104081.
- Bruce asphalt tile wax for asphalt tile floors. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104083.
- Bruce cleaning wax for hardwood floors. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104082.
- Bruce floor cleaner. Wood, linoleum. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104080.
- Bruce paste wax ... for wood floors, linoleum, furniture, woodwork, autos. Net contents one pound. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104085.
- Bruce self-polishing wax. New, hard lustre for your floors. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104084.
- Bruce tuf-lustre wax ... for wood floors, linoleum and furniture. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Mar54; KK104079.
- New idea in oak floors; Bruce Fire-side plank floor. Folder. © 24Jan55; KK103832.
- New, low-cost protection for termite-free homes. Terminix. Post card. Appl. author: Charles Albert Rhew. © 15Mar55; KK105399.
- New, low-cost Terminix insured protection for termite-free homes. Post card. Appl. author: Charles Albert Rhew. © 15Mar55; KK105400.
- No termites? Terminix. Folder. Appl. author: Charles Rhew. © 16May55; KK107240.
- Stop termite damage before it happens. Terminix. Mail folder. Appl. author: Charles Albert Rhew. © 15Mar55; KK105398.
- BRUMMELL (BEAU) TIES, INC.** SEE Beau Brummell Ties, Inc.
- BRUNO (C.) & SON, INC. ©**
Imperial, Stratford, Edware, Oxford, clarinets with a heritage. Folder. Appl. author: Juhl Advertising Agency. © 21Jan55; KK105075.
- BUCHANAN, ROY J. & WILLIAM W. TAYLOR**
forming the partnership BU-TAY PRODUCTS, LTD. SEE Bu-Tay Products, Ltd.
- BUCHBINDER, SIDNEY d.b.a. BUCHBINDER BROS.** SEE Buchbinder Bros.
- BUCHBINDER BROS.**
New concept in florist refrigerators. Folder. Appl. author: Henry M. Buchbinder. © Sidney Buchbinder d.b.a. Buchbinder Bros.; 22Mar55; KK105332.
- BUCK EQUIPMENT CORP. ©**
Buck, automatically, portable, heavy-duty, hoisting machine. 7 p. Appl. author: John R. Keller. © 15Apr55; KK106803.
- BUCKBEE, GIB.**
Imported, genuine Renaissance deluxe ash-tray. Card. © Gilbert W. Buckbee; 17Jan55; KK103376.
- BUCKSTEN, NICHOLAS d.b.a. STERLING CARPET & FURNITURE CLEANERS.** SEE Sterling Carpet & Furniture Cleaners.
- BUFFALO REAL ESTATE BOARD, INC. ©**
Your home is for sale? Let's take it to market. Pamphlet. Appl. author: James Francis Watson. © 18Nov54; KK102932.
- BUGG, L. L. ©**
Play Cross-Out, product picture game. Household articles. Card. © 14Mar55; KK105062.
- Product Bingo game, by Nancy Sasser. Don't blame your dealer. He is short of cards. Household articles. (In Chicago daily tribune, Nov. 18, 1954, pt.4, p.9) © Cross-Out Advertising Co., L. L. Bugg; 18Nov54; KK102986.
- Product Bingo game, by Nancy Sasser. It's fun, it's free, nothing to buy. Household articles. (In Chicago daily tribune, Oct. 28, 1954, pt.4, p.9) © Cross-Out Advertising Co., L. L. Bugg; 28Oct54; KK102985.
- Product Bingo game, by Nancy Sasser. 1 out of 3 families in Chicago playing Product Bingo. Household articles. (In Chicago daily tribune, Nov. 4, 1954, pt.4, p.7) © Cross-Out Advertising Co., L. L. Bugg; 4Nov54; KK102984.
- Product Bingo game, by Nancy Sasser. There's gold, prizes. Household articles. (In Chicago daily tribune, Dec. 2, 1954, pt.4, p.11) © Cross-Out Advertising Co., L. L. Bugg; 2Dec54; KK102989.
- Product Bingo game, by Nancy Sasser. You may win this week. Household articles. (In Chicago daily tribune, Dec. 9, 1954, pt.4, p.9) © Cross-Out Advertising Co., L. L. Bugg; 9Dec54; KK102987.
- Product Bingo game, by Nancy Sasser. You're wonderful, but cards are limited. Household articles. (In Chicago daily tribune, Nov. 11, 1954, pt.4, p.9) © Cross-Out Advertising Co., L. L. Bugg; 11Nov54; KK102983.
- Product Bingo game, by Nancy Sasser. You've swamped us. Grocers and druggists are short of cards. Household articles. (In Chicago daily tribune, Nov. 23, 1954, pt.3, p.3) © Cross-Out Advertising Co., L. L. Bugg; 23Nov54; KK102988.
- Product picture game. Detroit's exciting new game. Household articles. (In The Detroit times, Mar. 31, 1955, p.12) © 17Mar55; KK106838.
- Product picture game ... no.2. Household articles. (In The Detroit times, Mar. 31, 1955, p.19) © 31Mar55; KK106840.
- Product picture game ... no.3. Household articles. (In The Detroit times, Apr. 7, 1955, p.34) © 7Apr55; KK106843.
- Product picture game ... no.4. Household articles. (In The Detroit times, Apr. 14, 1955, p.38) © 14Apr55; KK106841.
- Product picture game ... no.5. Household articles. (In The Detroit times, Apr. 21, 1955, p.40) © 21Apr55; KK106837.
- Product picture game ... no.6. Household articles. (In The Detroit times, Apr. 28, 1955, p.44) © 28Apr55; KK106842.
- Product picture game ... no.8. Household articles. (In The Detroit times, May 12, 1955, p.42) © 12May55; KK107269.
- Product picture game ... no.9. Household articles. (In The Detroit times, May 19, 1955, p.38) © 19May55; KK107268.
- Product picture game ... no.12. Household articles. (In The Detroit times, June 9, 1955, p.40) © 9Jun55; KK107948.
- Product picture game. Your first game, eleven more. Household articles. (In The Detroit times, Mar. 24, 1955, p.39) © 24Mar55; KK106839.
- BUHR MACHINE TOOL CO. ©**
Another example of reducing costs with a Buhr Economat. Multiple spindle, high production machinery. Put Buhr Economat to work ... (In Production, Apr. 1955, p.90) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 1Apr55; KK106987.
- Another example of reducing costs with Buhr Economat. Drills, chamfers, spot-faces ... Multiple-spindle, high production machinery. (In American machinist, Feb. 14, 1955, p.201) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 10Feb55; KK106980.
- Another example of reducing costs with Buhr Economat. Mills, core-drills, drills, semi-finish bores ... Multiple-spindle, high production machinery. (In Steel, Feb. 21, 1955, p.65) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 21Feb55; KK106979.
- Another example of reducing costs with Buhr Economat. Multiple-spindle, high production machinery. See what Buhr Economat can do ... (In American machinist, Apr. 25, 1955, p.185) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 21Apr55; KK106982.

BUHR MACHINE TOOL CO. © Cont'd.
Another example of reducing costs with Buhr Economation. Performs 23 operations every 18 seconds ... Multiple-spindle, high production machinery. (In Machinery, Apr. 1955, p.237) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 1Apr55; KK106981.

BULLARD (E. D.) CO. ©
Neutralize for the immediate neutralization of either acid or alkali burns of the eyes and skin. Net contents 32 oz. Pharmaceutical preparation. Label. Appl. author: George C. Andrews. © 28Feb55; KK106963.

BULLDOG ELECTRIC PRODUCTS CO. ©
Freedom from fixed electrical outlets. Bulldog Electrostrip gives you electrical connections along its entire length. Bulletin ES-850. Folder. © 1Nov53; KK103756.

BURNSVILLE HOSIERY MILLS, INC.
SEE Burnsville Hosiery Mills, Inc.

BURNETT, GEORGE B.
Bakeez, home use pan liners. 20 dry waxed ready cut liners. Label. © George Brinton Burnett; 24May55; KK107276.

BURNHAM CORP. ©
Circulated hot water heating system, Orlyt greenhouses. Sheet. Appl. author: Alfred Howard Cross. © 25Aug54; KK103428.

Important: Before starting ... Masonry wall layout for attached aluminum Orlyt 14 with one gable end. Prefabricated greenhouse. Sheet. © 18Aug54; KK105217.

Installation instructions, Orlyt 9 aluminum lean-to. Greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 24Sep54; KK103518.

Location of parts, Orlyt lean-to 9. Model no. LTA-9-3-LTA-9-10. Aluminum greenhouse. Sheets. Appl. author: Alfred Howard Cross. © 6Oct54; KK103431.

Lord & Burnham asbestos rock greenhouse bench. Sheet. Appl. author: Alfred Howard Cross. © 18Jun54; KK103519.

Masonry wall layout, aluminum Orlyt 9 lean-to. CM. Greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 27Oct54; KK103429.

Masonry wall layout, aluminum Orlyt 9 lean-to. M. Greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 24Sep54; KK103520.

Masonry wall layout for attached aluminum Orlyt 10 with one gable end. Aluminum greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 25May54; KK103433.

Masonry wall layout for attached aluminum Orlyt 10 with one glass end. Aluminum greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 1Sep54; KK103432.

Masonry wall layout for detached aluminum Orlyt 10 with two gable ends. Aluminum greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 25May54; KK103434.

Masonry wall layout for detached aluminum Orlyt 14 with two gable ends. Aluminum greenhouse. Sheet. Appl. author: Alfred Howard Cross. © 18Aug54; KK103435.

Saf-Aire heater installation, Orlyt greenhouses. Sheet. Appl. author: Alfred Howard Cross. © 15Sep54; KK105216.

Wall erection instructions, Orlyt aluminum greenhouses. Sheet. Appl. author: Alfred Howard Cross. © 24Aug54; KK103430.

BURNSVILLE HOSIERY MILLS, INC.
The Dub-L-Knit official anklet. 3 pairs. Label. Appl. author: William E. Keller. © Burnsville Hosiery Mills, Inc. (in notice: Burnsville Hosiery Mills, Inc.); 10Jun55; KK107845.

BURRY BISCUIT CORP. ©
Fudge filled shortbread sandwich cookies. One full pound. Label. © 13May54; KK108126.

BURTONITE CO.
Burtonite no.7, a new and better gum from Guar seeds. Sheet. © Burton H. Greenwood t.a. Burtonite Co.; 20Jan55 (in notice: 1954); KK103899.

BU-TAY PRODUCTS, LTD.
George, super cleaner. 1 1/2 lbs. net weight. Label. © Bu-Tay Products, Ltd., a partnership composed of Roy J. Buchanan & William W. Taylor; 18Apr55; KK107362.

BUTY-WAVE PRODUCTS CO. ©
Restor treatment is not a filler ... Hair preparation. Folder. Appl. author: Joseph Simon. © 15Nov54; KK104832.

BUY-PRODUCTS CO. ©
It's easy to place your name in print into this holder. Nameplates. Label. © 31Jan55; KK106320.

BYMART-TINTAIR, INC. ©
Tintair, hair coloring touch-up. Minimum contents 2/3 fl. oz. color essence, 1-1/3 fl. oz. color releaser. Label. © 24May55; KK107820.

C

C-D FISHING TACKLE CO.
Catch the big fish from the bottom the Sure Way. Display card. © Lloyd Odell Capps d.b.a. C-D Fishing Tackle Co.; 5Jan55; KK104514.

CABANY PRODUCTS, INC. ©
Sham Poodle dog bath, a sweet clean shampoo. Contents 5 oz. Label. Appl. author: Mildred Cabany. © 1Jan54; KK103946.

CACHE VALLEY BREEDING ASSN. ©
Make a little good bull go a long way. Semen from livestock. Decalomania. Appl. author: Sparks Screen Arts. © 1Jun54; KK106696.

CAIRNS, HENRY W. d.b.a. ROX PRODUCTS CO. SEE Rox Products Co.

CALDWELL (J. E.) & CO. ©
New jewelry created by Caldwell; Valley Forge dogwood. (In The New Yorker, v.30, no.41, p.105) © 27Nov54; KK103462.

CALIFORNIA EARTHWORK GROWERS ASSN. ©
Let Wormpower grow your plants ... It's wormmagic. (Printed instructions) 4 p. Appl. author: D. F. Val DeLong. © 15Feb55 (in notice: 1954); KK104538.

CALIFORNIA FEDERAL SAVINGS a.k.a. CALIFORNIA FEDERAL SAVINGS & LOAN ASSN. SEE California Federal Savings & Loan Assn.

CALIFORNIA FEDERAL SAVINGS & LOAN ASSN.
Put your faith in California and invest your savings in California

Federal. (In Evening star-news, Culver City, Calif., Feb. 14, 1955, p.2) © California Federal Savings a.k.a. California Federal Savings & Loan Assn.; 14Feb55; KK105154.

CALIFORNIA SEA FOOD CORP. ©
Sassy cat food. Net weight 15 1/2 ozs. Label. Appl. author: Sam Diamond. © 15Apr55; KK106150.

CALUMET & HECLA, INC. ©
How much more can the automotive industry grow in the next ten years? Pete Wemhoff. Metals & industrial chemicals. (In U. S. news & world report, Jan. 7, 1955, p.67) Appl. author: Fuller & Smith & Ross, Inc. © 3Jan55; KK103644.

Is commercial atomic energy practical? Dwight C. Bardwell. Components for heating. (In The Wall Street journal, Dec. 13, 1954, p.3) Appl. author: Fuller & Smith & Ross, Inc. © 13Dec54; KK104368.

New records in non-residential construction. Thomas S. Holden. Fabricators of copper & steel. (In The Wall Street journal, Sept. 27, 1954, p.3) Appl. author: Fuller & Smith & Ross, Inc. © 27Sep54; KK104364.

Outlook for expanded construction activity. Thomas S. Holden. Component parts for building. (In The Wall Street journal, Oct. 18, 1954, p.5) Appl. author: Fuller & Smith & Ross, Inc. © 18Oct54; KK104365.

Petrochemical industry develops formulae for growth, says William F. Bland. Components for petrochemical industry. (In The Wall Street journal, Jan. 3, 1955, p.3) Appl. author: Fuller & Smith & Ross, Inc. © 3Jan55; KK104369.

What is ahead for residential building? Thomas S. Holden. Components for home builders. (In The Wall Street journal, Oct. 25, 1954, p.3) Appl. author: Fuller & Smith & Ross, Inc. © 25Oct54; KK104366.

What is the automotive commercial vehicle outlook? Pete Wemhoff. Materials for automotive industry. (In The Wall Street journal, Nov. 15, 1954, p.15) Appl. author: Fuller & Smith & Ross, Inc. © 15Nov54; KK104967.

What is the growth rate of the petrochemical industry? William F. Bland. Components for the petrochemical industry. (In The Wall Street journal, Jan. 10, 1955, p.7) Appl. author: Fuller & Smith & Ross, Inc. © 10Jan55; KK104370.

Which way are passenger cars going? Pete Wemhoff. Components for auto industry. (In The Wall Street journal, Nov. 8, 1954, p.5) Appl. author: Fuller & Smith & Ross, Inc. © 8Nov54; KK104363.

Will atomic energy establish new industrial standards? Dwight C. Bardwell. Components for building industry. (In The Wall Street journal, Dec. 6, 1954, p.2) Appl. author: Fuller & Smith & Ross, Inc. © 6Dec54; KK104367.

Wolverine ... Wolverine aluminum tube and shapes. 7 p. © Calumet & Hecla, Inc. (in notice: Calumet & Hecla, Inc., Wolverine Tube Division); 29Apr55; KK106377.

CALVERT LIQUOR SHOP.

Another first ... We thank you and we apologize ... Bonus bargain belt. (In The Washington post & times herald, Apr. 20, 1955, p.12) Appl. author: Morris Stirman. © Calvert Liquor Shop, solely owned by Morris & Frances Stirman; 20Apr55; KK107147.

Another first ... You've never seen anything like it ... Bonus bargain belt. (In The Washington post & times herald, Apr. 13, 1955, p.14) Appl. author: Morris Stirman. © Calvert Liquor Shop, solely owned by Morris & Frances Stirman; 13Apr55; KK107146.

CAMPAGNOLA FOOD PRODUCTS, INC. ©

Nola Italian style pizza sauce. Contents 1 lb. Label. Appl. author: Domenick Alonge. © 21Mar55; KK104434.

CAMPBELL CEREAL CO. ©

Um-m-m double good 'cause it's double flavored, Malt-O-Meal, cooks in 3 minutes. Appl. authors: J. S. Campbell & Campbell-Mithun Advertising Agency. © 25Sep52; KK105280.

CANLEN CO. ©

Complete directions for using Perspect-O-Graph. Drawing instrument. Sheet. Appl. author: Leonard L. Boyer, Jr. © 9May55; KK107474.

A new idea for perspective drawings. Perspect-O-Graph. Folder. Appl. author: Leonard L. Boyer, Jr. © 9May55; KK107475.

CANTON REDWOOD YARD, INC. ©

Book of redwood fences. 25¢. Folder. © 2Mar55; KK104560.

CANTRELL & COCHRANE CORP. ©

New, free insurance policy for you. Super Coola. Soft drink. (In Chain store age, grocery ed., Apr. 1955, p.55) Appl. author: Cunningham & Walsh, Inc. © 30Mar55; KK106267.

Safety thirst in non-breakable accident-proof cans. C & C Super Coola. Soft drink. (In Life, May 16, 1955, p.100) Appl. author: Cunningham & Walsh, Inc. © 13May55; KK106910.

CANUTE CO. ©

Canute Water scientifically recolors bleached, faded and gray hair. Safe ... proved harmless at one of America's greatest universities. Average net contents 3 fluid ounces. Label. Appl. author: Samuel K. Friedman. © 24Nov54; KK106494.

Canute Water scientifically recolors gray hair. Average net contents 3 fluid ounces. Label. Appl. author: Samuel K. Friedman. © 1Dec54; KK106473.

Condensed directions; how to use Canute Water. Hair coloring preparation. Folder. Appl. author: Samuel K. Friedman. © 29Nov54; KK106474.

CAPITOL RECORDS, INC. ©

Jackie Gleason presents: Lonesome echo. W627. Phonograph records. Label. © 23May55; KK107025.

Starlight Encores. The Hollywood Bowl symphony orchestra. P8296. Label. © 7Feb55; KK103901.

CAPLIN, ALFRED G. SEE Capp, Al.**CAPP, AL.**

L'il Abner, by Al Capp, pseud. of Alfred G. Caplin. SEE United Feature Syndicate, Inc.

CAPPS, LLOYD ODELL d.b.a. C-D FISHING TACKLE CO. SEE C-D Fishing Tackle Co.

CAPTAY CO. ©

Introducing the new Bossman. Measuring tape. Sheet. © 7Feb55; KK105509.

CARCARE LEASING CO. ©

Bl prepares your car for Carcare drive-in waxing. Bonding cleaner with Carcare waxing coupon. Label. © 2May55; KK107034.

Stop polishing forever. Carcare, a dated, dazzling finish guaranteed to last 6 months. Folder. © 4Mar55; KK107016.

CARLING BREWING CO. ©

Better than beer? Carling's Red Cap ale. (In Life, Feb. 15, 1954, p.134) Appl. author: Benton & Bowles, Inc. © 10Feb54; KK106671.

Better than beer? Carling's Red Cap ale. (In Life, Aug. 9, 1954, p.90) Appl. author: Benton & Bowles, Inc. © 4Aug54; KK105767.

Now brewed right here. Red Cap ale. (In St. Louis globe-democrat, Feb. 17, 1955, p.10B) Appl. author: Benton & Bowles, Inc. © 17Feb55; KK104383.

Red Cap ale. The best brews in the world come from Carling's. Contents 12 fluid ounces. Label. Appl. author: A. C. Garrettson. © Carling Brewing Co., Inc. d.b.a. Carling Brewing Co.; 17Jan55; KK104818.

Think and you'll drink Red Cap. Carling's Red Cap ale. (In The Augusta chronicle, morning ed., Aug. 30, 1954, p.7) Appl. author: Benton & Bowles, Inc. © 30Aug54; KK104195.

Think and you'll drink Red Cap. Carling's Red Cap ale. (In The Benton evening news, Apr. 15, 1955, p.4) Appl. author: Benton & Bowles, Inc. © 15Apr55; KK107416.

CARNATION CO. ©

4 short cuts to better sauces with Carnation milk. (In Life, Apr. 11, 1955, p.156) Appl. author: A. Culver Boyd, Jr. © 11Apr55; KK105759.

Imagine, a milk that whips. Carnation evaporated milk. (In Life, May 16, 1955, p.19) Appl. author: A. Culver Boyd, Jr. © 16May55; KK106811.

My doctor recommended Carnation. Evaporated milk. (In Life, June 20, 1955, p.91) Appl. author: A. Culver Boyd, Jr. © 20Jun55; KK107907.

Never a lump when you make cream sauce with better-blending Carnation. Evaporated milk. (In Life, Feb. 21, 1955, p.55) Appl. author: A. Culver Boyd, Jr. © 21Feb55; KK104304.

CARON.

Caron, a concentrate for men. Pour un Homme. Perfume lotion. (In Gentry, summer 1955, p.34) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Jun55; KK107438.

Le Muguet du Bonheur, le parfum de la fiancee. (In Town & country, May 1955, p.34) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1May55; KK107398.

Poivre Caron perfume for the bride. (In Town & country, June 1955, p.26) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Jun55; KK107358.

Poivre, latest perfume success by Caron. [Bird pattern surrounding container] (In Vogue, Feb. 1955, p.44) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Feb55; KK104361.

Poivre, latest perfume success by Caron. [Dragon encircling container; color print] (In Town & country, Feb. 1955, p.51) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Feb55; KK104362.

CARON CORP. d.b.a. CARON. SEE Caron.

CARONELLE, INC. ©

Caronelle curlers, beauty while you sleep, for all home permanents. Label. Appl. author: Joan Britton. © 3Jun55; KK107823.

CARPENTER, J. W.

New sensational pivot lathe for watchmakers. Sheet. © John W. Carpenter; 10Jun55; KK108033.

CARPENTER, JOHN W. SEE Carpenter, J. W.

CARPENTER STEEL CO. ©

Carpenter service bulletin. v.3, no.19. Folder. Appl. author: George E. Brumbach. © 27Apr55; KK106313.

CARR SYSTEM DISPLAYS, INC. ©

Johnny Bastoni, probably the world's best salesman. Advertising displays. Folder. Appl. author: John Henry Carr. © 1Mar55; KK106116.

CARRIER CORP. ©

The thanks of thousands of families. Food freezers. (In Sunset, Nov. 1952, p.114-115) © 20Oct52; KK104831.

CARTER (WILLIAM) CO. ©

Carter sweet, Carter's treats, favorite gifts from toddlertown. Underwear. (In Good housekeeping, Aug. 1954, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jul54; KK104489.

Ho hum time in Carter's. Underwear. (In My baby, Aug. 1954, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Jul54; KK105135.

Speedy little hair-ways. Underwear. (In Baby talk, Aug. 1954, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jul54; KK105134.

Speedy little hair-ways. Underwear. (In Parents' magazine, Jan. 1955, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Dec54; KK105132.

CASCADE FROZEN FOODS, INC. ©

Agen quick freeze succotash. Net weight 10 ozs. Label. Appl. author: James Ryan Agen. © 15Nov54; KK107850.

CASEY (CHARLES J.) INC. ©

The trade bonus outline of appreciation for your firm. Trade-bonus coupon. General merchandise. Sheet. © 25May55; KK107558.

CASSELL (JOHN R.) CO., INC. ©

Instrumaster. Isometric protractor no.1201-A for measurement of angles in axonometric planes. Label. Appl. author: Paul F. Boehm. © 29Dec54; KK104471.

CAST IRON PIPE RESEARCH ASSN. ©

Serves and saves for centuries. (In Time, Sept. 28, 1953, p.81) Appl. author: H. B. Humphrey, Alley & Richards, Inc. © 28Sep53; KK103720.

CASTLE (WILMOT) CO. ©

A new concept in sterilization of cutting instruments. The Castle no. 4 radiant energy sterilizer. Catalog no. 5. Folder. Appl. Author: Wilmot Vail Castle. © 18Mar55; KK105955.

CASTLE OFFSET-PRINTING CORP. ©

Cattle brand trading cards. Reach for Sunbeam bread. Sheet. Appl. author: Eli N. Castle. © 20Jan55; KK106382.

CATALINA. ©

Catalina presents Belgimere, the most important sweater news since cashmere. (In Seventeen, Sept. 1954, p. 153) Appl. author: Foote, Cone & Belding. © 1Sep54; KK106416.

CELLO-MASTERS, INC. ©

Cute Tomata. Net weight 1 lb. Label. Appl. author: David E. Rothchild. © Cello-Masters, Inc. & Arthur Beir & Co.; 21Apr54; KK104469.

Here's how you can cash in on the big Tomato Glamor program. Idea-ful ... flexible packaging materials. Folder. Appl. author: David E. Rothchild. © 13May54; KK103149.

CELLUCOTTON PRODUCTS, LTD. ©

Take Kleenex with you. Facial tissue. Little Lulu in auto; hiker at left. (In Daily mirror, London, June 4, 1954, p. 8) Appl. author: Foote, Cone & Belding, Ltd. © 4Jun54; KK103529.

Take Kleenex with you. Facial tissue. Little Lulu sailing in boat made of Kleenex box. (In Daily mirror, June 16, 1954, p. 8) Appl. author: Foote, Cone & Belding, Ltd. © 16Jun54; KK104830.

CENTAUR PRODUCTIONS, INC. ©

Animated Wild West, another Centaur toy. No. 500. Label. Appl. author: Wah Ming Chang. © 2Jan55; KK104443.

Figure Craft kit. No. 300.

Fuzzy wires and soft plastic heads for making figure crafts. Label. Appl. author: Wah Ming Chang. © 2Jan55; KK105199.

CENTRAL COMMERCIAL CO. ©

Listen to the Lowrey. The finest in organ music. Form S-702. Folder. Appl. author: Frank D. Ewing. © 14Jan55 (in notice: 1954); KK103625.

Listen to the Lowrey. The organ for your church. Form S-703. Folder. Appl. author: Frank D. Ewing. © 14Jan55 (in notice: 1954); KK103624.

CENTRAL STATES PAPER & BAG CO. ©

Your firm name in every ad ... Hospital supplies. Pamphlet. Appl. author: Paul D. Kranzberg. © 3Jan55; KK106311.

CENTRIFIX CORP. ©

Centrifix engineering manual for accurate selection of high efficiency purifiers for vapor, steam, gas, air. Pamphlet. Appl. author: Charles Langdon Campbell. © 5Dec54; KK102977.

Centrifix type RA line purifier. Ideal for compressed air or steam. Bulletin 220-1. Sheet. Appl. author: Charles Langdon Campbell. © 5Dec54 (in notice: 1953); KK102976.

CENTURY HYDRAULICS, INC. ©

High, run, low. Mod. 8575. Gage. Label. Appl. author: Charles H. Hart. © 15Jan55; KK103693.

CHADBURN HOSIERY MILLS, INC. ©

Better test your stretch. Larkwood, the only sheer stretch stockings that ... never bag or sag. (In Women's wear daily, Feb. 4, 1955, p. 27) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 4Feb55; KK104265.

Don't buy a stretch of the imagination. Larkwood ... sheer stretch stockings ... (In women's wear daily, Feb. 11, 1955, p. 17) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 11Feb55; KK104345.

Don't let her get out of your stretch. Larkwood ... sheer stretch stockings ... (In Women's wear daily, Feb. 18, 1955, p. 19) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 18Feb55; KK104344.

Guaranteed new sheer stretch, X-90. Larkwood ... stockings. (In Fashions of the times (The New York times magazine) Feb. 20, 1955, p. 79) Appl. author: Harold M. Mitchell. © 20Feb55; KK105229.

Here's the sheer-stretch news you and 60 million women have been waiting for ... Larkwood's new super stocking X. (In Women's wear daily, June 3, 1955, p. 22-23) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 3Jun55; KK107825.

It's the home stretch that counts. Larkwood, the only sheer stretch stockings that skin-fit your legs ... (In Women's wear daily, Mar. 18, 1955, p. 21) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 18Mar55; KK105091.

Larkwood discovers a way to make nylon stretch stockings sheer. Wonder-wearing X-90. (In Women's wear daily, Jan. 7, 1955, p. 26-27) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 7Jan55; KK103616.

No matter how you stretch it, there's no substitute for experience. Larkwood, the only sheer stretch stockings that skin-fit your legs. (In Women's wear daily, Feb. 25, 1955, p. 23) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 25Feb55; KK105093.

The sad, sad tale of one stretch sale. Larkwood, the only sheer stretch stockings ... (In Women's wear daily, Mar. 11, 1955, p. 25) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 11Mar55; KK105094.

Wanted for stretch murder. Larkwood, the only sheer stretch stockings ... (In Women's wear daily, Apr. 1, 1955, p. 33) Appl. author: Harold M. Mitchell. © Chadburn Hosiery Mills, Inc. & Chadburn Sales Corp.; 1Apr55; KK106433.

CHADBURN SALES CORP. SEE Chadburn Hosiery Mills, Inc.

CHALLENGER HARDWARE MANUFACTURING CO. ©

Challenger multi-purpose, semi-heavy duty, cylindrical locks. Folder. © 28Jun55; KK108147.

CHAPARD RECORDS. ©

Musical Museum, Deansboro, N. Y. Phonograph record. Label. Appl. author: William L. Millard. © 15Apr55; KK107321.

CHARGE KEY STORES, INC. ©

CK, key to simplified shopping. (Charge Key holder's agreement) Retail credit system. Sheet. Appl. author: Harold L. Moose, Jr. © 2May55; KK107671.

CHARMER DEPT., PITTSBURGH COKE & CHEMICAL CO. SEE Pittsburgh Coke & Chemical Co.

CHARMS UNLIMITED, INC. ©

The Three Mouseketeers. Action charms. (In The Billboard, Feb. 19, 1955, p. 91) Appl. author: Christy M. DelMas. © 19Feb55 (in notice: 1954); KK104638.

CHEMEX CORP. ©

Chemex coffeemaker. Chemex half-moon Bonded Filterpaper. 100 blanks. Label. Appl. author: Peter Schlumbohm. © 21Dec54; KK104385.

Ohmlette. Electric kettle. Sheet. Appl. author: Peter Schlumbohm. © 23Jul54; KK104384.

CHEMICAL & COMBUSTION CORP. ©

X 45, the new, all-purpose detergent, cleans anything. Folder. Appl. author: Kelly, Nason, Inc. © 17May55; KK107195.

CHEMICAL COMPOUNDS.

STP, today's modern oil treatment; longer life for cars, trucks, tractors. Contents 15 fl. oz. Label. Appl. author: Charles Dwight Liggett. © James C. Hill & Charles D. Liggett d.b.a. Chemical Compounds; 26May54; KK103555.

CHESEBROUGH MANUFACTURING CO. ©

Rusty and Dusty. Vaseline hair tonic and petroleum jelly. Appl. author: McCann Erickson, Inc. Bangkok, Rusty and Dusty visit the Temple of Dawn with some American friends. © 30Jan55; KK104009.

By the wounded woman's bedside, Rusty and Dusty accompany their friend, Inspector Cassidy as he investigates the shooting. The Trouble twins. © 24Apr55; KK106976.

Help, bang, bang, c'mon, Dusty, that's trouble. © 27Mar55; KK105614.

On special mission. © 27Feb55; KK104698.

Rusty and Dusty are taken through London's Tate Gallery by famed art critic ... The Trouble twins. © 22May55; KK107508.

CHESTER CHEMICAL CORP. ©

Hotsie for ants and roaches. Contents 12 oz. Insecticide. Label. Appl. author: Chester C. Irving. © 11Oct54; KK103928.

CHICAGO DIETETIC SUPPLY HOUSE, INC. ©

Cellu, dietary products for sodium restricted diets. Folder. Appl. author: Rose Streka Fowler. © 30Nov54; KK102940.

CHICAGO TECHNICAL COLLEGE. ©

The world of drafting can be yours. Catalog of home study drafting course. 11 p. Appl. author: Lloyd Wilbur Byrnes. © 1Feb55; KK106909.

CHICAGO WHEEL & MANUFACTURING CO. ©

Abrasives are as old as man, yet as new as tomorrow's newspaper. (In Foundry, Mar. 1955, p.123) Appl. author: Frank C. Nahser, Inc. © 1Mar55; KK105278.

Abrasives were important to the skilled craftsmen of early Egypt. (In Foundry, May 1955, p.155) Appl. author: Frank C. Nahser, Inc. © 1May55; KK107069.

CHIC-FALLS SPECIALTY CO. ©

The new Chic-Falls peanut lure. Fishing equipment. Card. © 17Jan55; KK103464.

CHICKEN OF THE SEA, INC. ©

Chicken of the Sea brand quick frozen ... tuna dinner. Net wt. 11 oz. Label. © 1Feb55; KK105429.

CHICOPEE MILLS, INC. ©

Soft cottoned facing ... Chux disposable invalid underpads. 100 pads. Label. © 5Jan55; KK107526.

CHIKSAN CO. ©

Chiksan Intelli-Giant model M-H operations and 5-C maintenance manual, effective December 1, 1954. Hydraulic machinery. Folder. © 9Feb55; KK105667.

Chiksan liquid metal and mineral coatings. Folder. © 9Feb55; KK105668.

CHIP STEAK CO. OF OREGON.

New Willison's fresh frozen, 2 beef grill steaks. Net wt. 8 oz. Label. © Philip C. Willison d.b.a. Chip Steak Co. of Oregon; 10Jan55; KK104095.

CHRISTIAN TOY CO.

Davy Crockett, official, modern, army-scout compass; case for lensatic marching compass. Card. © Christian Toy Co., William J. Dunkerley, owner; 20May55; KK107168.

CHRYSLER CORP. ©

Americans know a good buy when they see one. Automobiles. Appl. author: McCann Erickson, Inc. © 30Dec54; KK104706.

Backstage with the forward look, already 1955's big automobile style news. William Lundigan. Appl. author: McCann Erickson, Inc. © 17Jan55; KK104700.

Chrysler Corporation presents: In and around the Smokies, at the Detroit flower show. Automobiles. Appl. author: McCann Erickson, Inc. © 25Mar55; KK106098.

Chrysler Corporation salutes Evansville and 1955, the golden year. Automobiles. (In The Evansville press, Dec. 30, 1954, p.7B) Appl. author: McCann Erickson, Inc. © 30Dec54; KK104002.

Chrysler international salon, 42nd & Lexington Avenue ... Lucille Pieti. Automobiles. Appl. author: McCann Erickson, Inc. © 16Jan55; KK105538.

The forward look, a hit in any league. Automobiles. (In Little leaguer, Mar. 1955, p.2 of cover) Appl. author: McCann Erickson, Inc. © 1Mar55; KK106195.

The forward look, a special report to dealers in Plymouth, Dodge, DeSoto, Chrysler and Imperial cars. (In Automotive news, Dec. 13, 1954) Appl. author: McCann Erickson, Inc. © 13Dec54; KK103565.

The forward look is on the move. Automobiles. (In Los Angeles examiner, Mar. 6, 1955, section 1, pt.D, p.11) Appl. author: McCann Erickson, Inc. © 6Mar55; KK106515.

The forward look, it strikes a spark in the heart of America. Automobiles. (In The Saturday evening post, Mar. 19, 1955, p.50-51) Appl. author: McCann Erickson, Inc. © 19Mar55; KK106095.

The forward look, 7 top fashion designers find Chrysler Corporation's 1955 cars a stimulating new concept of good design. L. L. Colbert. Appl. author: McCann Erickson, Inc. © 15Nov54; KK104007.

The forward look, you've put it in the picture in a great big way. Automobiles. Appl. author: McCann Erickson, Inc. © 9May55; KK107451.

Give yourself a road show of the year's biggest news in new cars. The forward look. (In Los Angeles herald & express, Mar. 4, 1955, p.A-8) Appl. author: McCann Erickson, Inc. © 4Mar55; KK106514.

In New York you are cordially invited to see the forward look, the all-new 1955 Chrysler ... cars ... Appl. author: McCann Erickson, Inc. © 18Nov54; KK103567.

Look what's happened to the gear-shift, says William Lundigan. Automobiles. Appl. author: McCann Erickson, Inc. © 20Dec54; KK103566.

Michigan and the forward look are on the move together. Automobiles. (In The Highland Parker, May 12, 1955, p.21) Appl. author: McCann Erickson, Inc. © 12May55; KK107506.

One of the reasons why the forward look puts you years ahead. Exclusive drive selector on the instrument panel. Automobile. Appl. author: McCann Erickson, Inc. © 24Jan55; KK104701.

One of the reasons why the forward look puts you years ahead. The forward look is powered by the only V-8 engines in American cars ... Automobiles. Appl. author: McCann Erickson, Inc. © 20Jan55; KK104703.

One of the reasons why the forward look puts you years ahead. The most contemporary styling. Automobiles. Appl. author: McCann Erickson, Inc. © 23Jan55; KK104704.

One of the reasons why the forward look puts you years ahead. The most graceful wrap-around windshield. Automobiles. Appl. author: McCann Erickson, Inc. © 20Jan55; KK104702.

One of the reasons why the forward look puts you years ahead. The only full-time coaxial power steering. Automobiles. Appl. author: McCann Erickson, Inc. © 25Jan55; KK105640.

One of the reasons why the forward look puts you years ahead. You get away fast with the smoothest, simplest ... Automobiles. Appl. author: McCann Erickson, Inc. © 21Jan55; KK104705.

Plymouth Tip Top guaranteed used car. Label. Appl. author: Paul M. Ruef. © 8Oct54; KK103557.

Plymouth Tip Top used cars. Make the Tip Top check yourself, a new customer-salesman used car rating form. Envelope. Appl. author: Paul M. Ruef. © 8Oct54; KK103559.

Plymouth Tip Top used cars; used car guarantee. Sheet. Appl. author: Paul M. Ruef. © 8Oct54; KK103558.

See and drive new fashions in motion while you shop at Jacobson's Grosse Pointe ... Styling from the woman's point of view. Automobiles. Appl. author: McCann Erickson, Inc. © 18Nov54; KK105540.

See it as you shop, the brilliant all-new fashion in motorcars, the forward look, by Chrysler Corporation. Appl. author: McCann Erickson, Inc. © 17Nov54; KK104008.

See the colors, trim and luxury fabrics of the beautiful 1955 Plymouth, Dodge, De Soto, Chrysler and Imperial cars ... Featured at Himelhoch's Grosse Pointe. Appl. author: McCann Erickson, Inc. © 18Nov54; KK104006.

Some of the differences that make this year's success story, the forward look. Automobiles. (In Automotive news, 1955 almanac issue, p.87) Appl. author: McCann Erickson, Inc. © 25Apr55; KK106516.

This, too, is the forward look. Automobiles. (In U. S. news & world report, Apr. 29, 1955, p.65) Appl. author: McCann Erickson, Inc. © 29Apr55; KK106975.

CHUN KING SALES, INC. ©

Chun King chicken chow mein without noodles. Contents 1 lb. Label. © 1Apr55; KK105704.

Chun King chow mein noodles. Contents 5 1/2 oz. avd. Label. © 1Apr55; KK105708.

Chun King meatless chow mein with mushrooms, without noodles. Contents 1 lb. Label. © 1Apr55; KK105705.

Chun King select bean sprouts. Contents 1 lb. Label. © 1Apr55; KK105707.

Chun King subgum chicken mushroom chow mein. Contents 1 lb. Label. © 1Apr55; KK105706.

CHURCH & DWIGHT CO., INC. ©

Baking soda aids personal cleanliness for good grooming. Arm & Hammer brand; Cow brand. (In What's new in home economics, May 1955, p.69) Appl. author: Harvey & Howe, Inc. © 22Apr55; KK107749.

Baking soda helps for a top score in good grooming. Arm & Hammer; Cow brand. (In What's new in home economics, May, 1954, p.83-86) Appl. author: Harvey & Howe, Inc. © 6May54; KK105411.

Baking Soda helps in modern house-keeping. (In What's new in home economics, Mar. 1955, p.145-148) Appl. author: Harvey & Howe, Inc. © 24Feb55; KK105765.

Baking soda supplies carbon dioxide for cake making. Arm & Hammer; Cow brand. (In What's new in home economics, June 1955, p.89) Appl. author: Harvey & Howe, Inc. © 23May55; KK107910.

Baking soda supplies carbon dioxide for cooky making. Arm & Hammer; Cow brand. (In What's new in home economics, Apr. 1955, pt.1, p.71) Appl. author: Harvey & Howe, Inc. © 28Mar55; KK107401.

How to clean it with baking soda. Arm & Hammer or Cow brand. (In What's new in home economics, Apr. 1954, pt. 1, p.105-108) Appl. author: Harvey & Howe, Inc. © 12Apr54; KK105414.

Soda-made home-made cakes. Arm & Hammer brand or Cow brand baking soda. (In What's new in home

CHURCH & DWIGHT CO., INC. © Cont'd.
economics, Mar. 1954, p.117-120)
Appl. author: Harvey & Howe, Inc.
© 25Feb54; KK105412.

Soda-made muffins, deliciously
different. Arm & Hammer or Cow
brand baking soda. (In What's
new in home economics, Sept.
1954, p.267-270) Appl. author:
Harvey & Howe, Inc. © 26Aug54;
KK105413.

CINCINNATI MILLING MACHINE CO. ©
Cincinnati, no.2LR plain milling
machine. Publication no.M-1885.
Sheet. © 21Jan55; KK103460.

Cincinnati, no.2LR universal milling
machine. Publication no.M-1886.
Sheet. © 21Jan55; KK103459.

CITIZEN'S MUTUAL AUTOMOBILE INSURANCE
CO. ©
Household inventory of -. Folder.
Appl. author: Clark & Bobertz ad-
vertising Agency. © 12Apr55;
KK107808.

To the boss of our home for the
next few hours. Pad. Appl.
author: Clark & Bobertz, Inc.
© 15Apr55; KK105885.

CLAFF (M. B.) & SONS, INC. ©
Clowns. Footwear. Label.
© 18Oct54; KK103371.

CLAIROL, INC. ©
The adventures of Claire Hall. Miss
Clairol Hair Color Bath. Hair-
coloring is easier to sell than
ever ... (In American hairdresser
& beauty culture, Mar. 1955,
p.18-19) Appl. author: Richard
L. Gelb. © 23Feb55; KK105517.

The adventures of Claire Hall. Miss
Clairol Hair Color Bath. I'll
never get Mrs. Brown to color her
hair. (In Modern beauty shop,
Apr. 1955, p.4-5) Appl. author:
Robert W. Orr & Associates, Inc.
© 25Mar55; KK105849.

Good news, says Grace Downs, now
you can get made-to-order hair
color. Miss Clairol Hair Color
Bath. (In Sunday news, Nov. 21,
1954, p.19) Appl. author:
Robert W. Orr & Associates, Inc.
© 21Nov54; KK103039.

I've discovered the secret of beauti-
ful hair color, says Patricia
Stevens. Made-to-order color by
Miss Clairol Hair Color Bath. (In
Vogue, Apr. 1, 1955, p.48) Appl.
author: Robert W. Orr & Associates,
Inc. © 1Mar55; KK106148.

I've got Santa's number; you should
have it, too. Hair preparation.
(In Sunday news, Dec. 19, 1954,
p.89) Appl. author: Robert W.
Orr & Associates, Inc. © 19Dec54;
KK103038.

Thank goodness, says Melanie Kahane,
now you can get made-to-order hair
color. Miss Clairol Hair Color
Bath. (In Vogue, Mar. 1, 1955,
p.55) Appl. author: Robert W.
Orr & Associates, Inc. © 1Mar55;
KK105848.

CLARK (ROBERT H.) CO. ©
Davy Crockett bubble bath ... Net
wt. 15 oz. Label. © 11May55;
KK107029.

CLARK GRAVE VAULT CO. ©
When they need your love and under-
standing. Clark metal grave
vaults. (In Household, Apr.
1955, p.45) Appl. author:
Ranald S. West. © 1Apr55;
KK105404.

When you are asked to come and take
charge. (In The Saturday evening
post, Feb. 19, 1955, p.52) Appl.
author: Ranald S. West. © 19Feb55;
KK104161.

CLAYTON (A. C.) PRINTING CO. ©
Magic Carpet shoes, by Modern.
Shoe carton. Label. © 30Dec54;
KK103102.

CLEANSER PRODUCTS, A DIVISION OF
S. O. S. CO. SEE S. O. S. CO.

CLEARY, RAY. ©
C bird feeder. Label. © 28Mar55;
KK105786.

CLEVELAND DOWEL PIN CO. ©
Now, sell more, handle less. Wood
dowels. Sheet. © 8Feb54;
KK103466.

CLEVELAND MODEL & SUPPLY CO.
No.30, money-making idea handbook-
catalog. 31 p. Craft mer-
chandise. Appl. author: E. T.
Pachasa. © Cleveland Model &
Supply Co. (in notice: Profit-
krafts Co., Div. of Cleveland
Model & Supply Co.); 12Mar55;
KK105177.

CLEVELAND MODEL PRODUCTS CO. ©
Do-it-yourself repairing or use
your cents to save \$\$\$\$. Tubes
of cement. Pamphlet. Appl.
author: E. T. Pachasa. © 1Jun54;
KK105794.

CLIMALENE CO. ©
Climalene booster action cleaner.
1 lb. 12 oz. net weight. Label.
© 3Feb55; KK107205.
The magic touch. Bowlene keeps
toilets sparkling white. Net
weight 1 lb. 6 oz. Label.
© 27Apr55; KK106369.

CLOROX CHEMICAL CO. ©
And your family gets more health pro-
tection from a Clorox-clean wash.
Household bleach and disinfectant.
(In San Francisco call-bulletin,
Dec. 2, 1954, p.30) Appl. author:
Honig-Cooper Co. © 2Dec54;
KK103868.

Clorox is a money-maker for more
retailers than any other product
in its field. Household bleach
and disinfectant. (In Progressive
grocer, Apr. 1955, p.159) Appl.
author: Honig-Cooper Co.
© 1Apr55; KK107131.

Clorox is first in its field with
America's housewives. Household
bleach and disinfectant. (In
Progressive grocer, Jan. 1955,
p.87) Appl. author: Honig-
Cooper Co. © 1Jan55; KK103866.

Here's a grocer's idea for a profit-
able spring house-cleaning pro-
motion. Clorox. Household bleach
and disinfectant. (In Progressive
grocer, Mar. 1955, p.3 of cover)
Appl. author: Honig-Cooper Co.
© 1Mar55; KK107128.

How Clorox can help you boost
store-wide profits. Household
bleach and disinfectant. (In
Progressive grocer, Feb. 1955,
p.137) Appl. author: Honig-
Cooper Co. © 1Feb55; KK104985.

I agree. You need Clorox, if you
want real whiteness plus health
protection. Household bleach
and disinfectant. (In San
Francisco call-bulletin, Feb. 17,
1955, p.21) Appl. author:
Honig-Cooper Co. © 17Feb55;
KK104986.

I always launder with Clorox to pro-
tect my family's health. House-
hold bleach and disinfectant.
(In San Francisco call-bulletin,
Mar. 24, 1955, p.38) Appl. au-
thor: Honig-Cooper Co. © 24Mar55;
KK107129.

I use Clorox every time to make my
linens cleaner in two ways.
Household bleach and disinfectant.

(In San Francisco call-bulletin,
Apr. 14, 1955, p.34) Appl. au-
thor: Honig-Cooper Co. © 14Apr55;
KK107126.

I'm always proud of our Clorox-
clean linens and they're safer
for health. Household bleach
and disinfectant. (In San Fran-
cisco call-bulletin, Mar. 10,
1955, p.20) Appl. author:
Honig-Cooper Co. © 10Mar55;
KK107130.

I'm really proud of my guest linens;
they're Clorox-clean. Household
bleach and disinfectant. (In
San Francisco call-bulletin,
Dec. 16, 1954, p.27) Appl. au-
thor: Honig-Cooper Co. © 16Dec54;
KK103867.

New easy-to-open Clorox carton
saves you work, time, money.
Household bleach and disinfectant.
(In Progressive grocer, May 1955,
p.2) Appl. author: Honig-Cooper
Co. © 1May55; KK107952.

Rain or shine, my linens are
fresher, whiter, safer because
I use Clorox. Household bleach
and disinfectant. (In San
Francisco call-bulletin, Jan. 27,
1955, p.24) Appl. author:
Honig-Cooper Co. © 27Jan55;
KK104984.

Talk about being proud, nothing but
Clorox-clean linens will do.
Household bleach and disinfectant.
(In San Francisco call-bulletin,
May 19, 1955, p.30) Appl. au-
thor: Honig-Cooper Co. © 19May55;
KK107954.

That's right, whiter clothes and
health protection, too, with
Clorox. Household bleach and dis-
infectant. (In San Francisco
call-bulletin, Jan. 6, 1955, p.10)
Appl. author: Honig-Cooper Co.
© 6Jan55; KK103869.

Whiter washes are only half the story
when you launder with Clorox.
Household bleach and disinfectant.
(In San Francisco call-bulletin,
May 5, 1955, p.32) Appl. author:
Honig-Cooper Co. © 5May55;
KK107953.

You're right, you need Clorox to get
linens really white and clean.
Household bleach and disinfectant.
(In San Francisco call-bulletin,
Apr. 28, 1955, p.34) Appl. au-
thor: Honig-Cooper Co. © 28Apr55;
KK107127.

CLUB ALUMINUM PRODUCTS CO. ©
Short cut to a man's heart. Every
dish a treat with new Club Ham-
mercraft waterless cookware.
(In The Bride's magazine, autumn
1953, p.166) Appl. author: The
Buchen Co. © 15Jul53; KK107003.

COAN, GLENN P. and GEORGE H. BLINCO
d.b.a. B & C PRODUCTS CO. SEE
B & C Products Co.

COATS & CLARK, INC. ©
Dolls from the Mardi Gras. Leaflet
C-587. For knitting & crochet
threads & yarns. Appl. author:
Elizabeth L. Mathieson. © 30Oct54;
KK105513.

Easy to make collars. Leaflet 586.
For knitting & crochet threads &
yarns. Appl. author: Elizabeth
L. Mathieson. © 30Oct54; KK105511.
Stay in style with a crocheted stole.
Chadwick's Red Heart quality yarns.
Leaflet W-594. Appl. author:
Elizabeth L. Mathieson.
© 10Nov54; KK105512.

COBB, CHARLES G. ©
Do it yourself Soapurse kit.
Soapurse, just sew as shown.
Soap holder. Label. © 7Feb55;
KK104554.

COCA-COLA CO. ©

Almost everyone appreciates the best. Coke for Easter hospitality. cMan playing record while couple hold glasses. Soft drink. (In The Evansville press, Apr. 5, 1955, p.8) Appl. author: D'Arcy Advertising Co. © 5Apr55; KK108109.

Almost everyone appreciates the best. Couple & dispenser. Soft drink. (In Life, Feb. 28, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 24Feb55; KK105725.

Almost everyone appreciates the best. Couple & food. Soft drink. (In Life, Jan. 31, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 27Jan55; KK105721.

Almost everyone appreciates the best ... Drink Coca-Cola. Couple motoring. Soft drink. (In Life, Apr. 25, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 22Apr55; KK107541.

Almost everyone appreciates the best. 50 million a day. Serve Coca-Cola soft drink. Party group. Poster. Appl. author: D'Arcy Advertising Co. © 1Apr55; KK106213.

Almost everyone appreciates the best. Now in 3 convenient sizes. 3 different size bottles. Soft drink. (In The Grand Rapids press, Apr. 7, 1955, p.19) Appl. author: D'Arcy Advertising Co. © 7Apr55; KK108110.

Almost everyone appreciates the best. Outdoor scene. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jun55; KK107908.

Almost everyone appreciates the best. Serve Coca-Cola soft drink. Modern girl. (In Life, Jan. 3, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 31Dec54 (in notice: 1955); KK103294.

Almost everyone appreciates the best. Serve Coca-Cola soft drink. Modern girl. Poster. Appl. author: D'Arcy Advertising Co. © 31Dec54; KK103310.

Almost everyone appreciates the best. Serve Coca-Cola soft drink. Party group. (In Life, Mar. 28, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 24Mar55; KK105720.

Almost everyone appreciates the best. Standard-size & new king-size bottle. Soft drink. (In Columbus evening dispatch, Feb. 28, 1955, p.14-B) Appl. author: D'Arcy Advertising Co. © 28Feb55; KK105070.

The best is a better buy ... Woman at carton rack. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Dec54; KK106211.

Big news for people in Grand Rapids. Woman's hands opening bottles; family & king sizes. Soft drink. (In The Grand Rapids press, Mar. 17, 1955, p.28-29) Appl. author: D'Arcy Advertising Co. © 17Mar55; KK108107.

Coke, just wonderful with food. Woman shopper. Soft drink. (In The Midland reporter-telegram, June 17, 1954, p.5) Appl. author: D'Arcy Advertising Co. © 17Jun54; KK105582.

Coke, the preferred gift for thirst. Christmas - Santa Claus. Soft drink. (In Danville commercial-

news, Dec. 16, 1954, p.26) Appl. author: D'Arcy Advertising Co. © 16Dec54; KK105817.

Fifty million times a day ... There's nothing like a Coke. Baseball player looking through letter O. Soft drink. (In Little leaguer, Mar. 1955, p.3 of cover) Appl. author: D'Arcy Advertising Co. © 1Mar55; KK105726.

Fifty million times a day ... There's nothing like a Coke. Boy in baseball uniform. Soft drink. (In Boys' life, Apr. 1955, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 25Mar55; KK107675.

Fifty million times a day ... There's nothing like a Coke. Boy leapfrogging. Congratulations to The Boy Scouts ... Soft drink. (In Boys' life, Mar. 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 25Feb55; KK105728.

Fifty million times a day ... There's nothing like a Coke. Boy leapfrogging. Soft drink. (In Scholastic roto, Feb. 1955, p.5) Appl. author: D'Arcy Advertising Co. © 1Feb55; KK105724.

50 million times a day ... There's nothing like a Coke. Girl at microphone. Soft drink. (In Ebony, Feb. 1955, p.11) Appl. author: D'Arcy Advertising Co. © 13Jan55; KK105723.

50 million times a day ... There's nothing like a Coke. Girl in dance dress. Soft drink. (In Watsonville register-pajaronian, Mar. 16, 1955, p.13) Appl. author: D'Arcy Advertising Co. © 16Mar55; KK108102.

Fifty million times a day ... There's nothing like a Coke. Girl in riding habit. Soft drink. (In Scholastic roto, Mar. 1955, p.3) Appl. author: D'Arcy Advertising Co. © 1Mar55; KK105727.

Fifty million times a day ... There's nothing like a Coke. Girl in riding habit. Soft drink. (In Scholastic roto, Mar. 1955, p.3) Appl. author: D'Arcy Advertising Co. © 1Mar55; KK107538.

50 million times a day ... There's nothing like a Coke. Girl leaning on letter C. Soft drink. (In Aurora beacon-news, Jan. 13, 1955, p.4) Appl. author: D'Arcy Advertising Co. © 13Jan55; KK105586.

50 million times a day ... There's nothing like a Coke. Girl leaning on letter C. Soft drink. (In Los Angeles sentinel, Feb. 10, 1955, section C, p.5) Appl. author: D'Arcy Advertising Co. © 10Feb55; KK108104.

50 million times a day ... There's nothing like a Coke. Girl sitting on letter K. Soft drink. (In The Tuskegee herald, Feb. 15, 1955, p.2) Appl. author: D'Arcy Advertising Co. © 15Feb55; KK107216.

50 million times a day ... There's nothing like a Coke. Girl sitting on letter K. Soft drink. (In Watsonville register-pajaronian, Jan. 19, 1955, p.11) Appl. author: D'Arcy Advertising Co. © 19Jan55; KK105584.

50 million times a day ... There's nothing like a Coke. Girl with arm thru O in word Coke. Soft drink. (In The Tuskegee herald, Feb. 1, 1955, p.5) Appl. author: D'Arcy Advertising Co. © 1Feb55; KK107219.

50 million times a day ... There's nothing like a Coke. Girl with arm thru O of word Coke. Soft drink. (In Watsonville register-pajaronian, Jan. 5, 1955, p.2) Appl. author: D'Arcy Advertising Co. © 5Jan55; KK108105.

50 million times a day ... There's nothing like a Coke. Male golfer. Soft drink. (In Palo Verde Valley times, Feb. 3, 1955, section 2, p.6) Appl. author: D'Arcy Advertising Co. © 3Feb55; KK107218.

50 million times a day ... There's nothing like a Coke. Male tennis player. Soft drink. (In The St. Augustine record, Jan. 27, 1955, p.5) Appl. author: D'Arcy Advertising Co. © 27Jan55; KK107220.

50 million times a day ... There's nothing like a Coke. Man with pipe. Soft drink. (In Dallas times-herald, Jan. 10, 1955, section 2, p.6) Appl. author: D'Arcy Advertising Co. © 10Jan55; KK105587.

50 million times a day ... There's nothing like a Coke. Man with pipe. Soft drink. (In Los Angeles sentinel, Mar. 10, 1955, section C, p.5) Appl. author: D'Arcy Advertising Co. © 10Mar55; KK107215.

50 million times a day ... There's nothing like a Coke. Man with rake. Soft drink. (In The News-palladium, Feb. 23, 1955, p.6) Appl. author: D'Arcy Advertising Co. © 23Feb55; KK105067.

Fifty million times a day ... There's nothing like a Coke. [Negro] man with pipe. Soft drink. (In Ebony, Apr. 1955, p.35) Appl. author: D'Arcy Advertising Co. © 10Mar55; KK107539.

Fifty million times a day ... There's nothing like a Coke. Teen-age girl in formal. Soft drink. (In The American girl, Feb. 1955, p.5) Appl. author: D'Arcy Advertising Co. © 25Jan55; KK105722.

50 million times a day ... There's nothing like a Coke. Young housewife. Soft drink. (In Watsonville register-pajaronian, Mar. 9, 1955, p.16) Appl. author: D'Arcy Advertising Co. © 9Mar55; KK108103.

For Easter hospitality have plenty of Coke. Woman with grocery cart. Soft drink. (In St. Louis globe-democrat, Apr. 15, 1954, section B, p.1) Appl. author: D'Arcy Advertising Co. © 15Apr54; KK105812.

For Halloween callers, treat 'em right, serve Coke. Halloween costume party. Soft drink. (In Danville commercial news, Oct. 28, 1954, p.26) Appl. author: D'Arcy Advertising Co. © 28Oct54; KK105811.

For refreshment unequalled. Girl in fur hat. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Nov54; KK102945.

For your valentine party, remember, almost everyone appreciates the best. Couple & groceries. Soft drink. (In The Evansville press, Feb. 8, 1955, p.12) Appl. author: D'Arcy Advertising Co. © 8Feb55; KK105069.

Get Coke, the perfect refreshment for Memorial Day weekend. cCouple in car holding bottles. Soft drink. (In The Decatur daily, Apr. 21, 1955, p.13) Appl. author: D'Arcy Advertising Co. © 21Apr55; KK108111.

COCA-COLA CO. © Cont'd.

Get extra Coke for Labor Day weekend. Barbecue scene. Soft drink. (In Chicago daily news, Sept. 2, 1954, p.12) Appl. author: D'Arcy Advertising Co. © 2Sep54; KK103292.

Gone for Coke. Baseball, bat, cap & catcher's mask. Soft drink. (In Little leaguer, Apr. 1955, p.3 of cover) Appl. author: D'Arcy Advertising Co. © 1Apr55; KK107540.

Have fun on the 4th. Coke makes a cook-out meal happy eating. Girl with hamburger and Coke. Soft drink. (In Birmingham post-herald, July 1, 1954, p.22) Appl. author: D'Arcy Advertising Co. © 1Jul54; KK105581.

Holiday hospitality starts here. Christmas - woman shopper. Soft drink. (In Danville commercial-news, Dec. 9, 1954, p.24) Appl. author: D'Arcy Advertising Co. © 9Dec54; KK105816.

Most folks prefer Coke, take home a carton. Woman in brown suit. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jan55; KK106212.

Now, Coke in 3 convenient sizes. Girl in taffeta dress; 3 different size bottles. Soft drink. (In The Grand Rapids press, Apr. 21, 1955, p.10) Appl. author: D'Arcy Advertising Co. © 21Apr55; KK108106.

Now, Coke in 2 convenient sizes. Girl with arms outstretched. Soft drink. (In Ohio State journal, Columbus, Mar. 9, 1955, p.10) Appl. author: D'Arcy Advertising Co. © 9Mar55; KK107217.

Now, new family-size joins the world's most famous bottle. Sprite, family-size & actual size bottles. Soft drink. (In The Springfield daily news, Springfield, Mass., Feb. 24, 1955, p.20) Appl. author: D'Arcy Advertising Co. © 24Feb55; KK105066.

Party partners: hot snacks and cold Coke. Party time, teen-agers, recipes. Soft drink. (In St. Louis post-dispatch, Sept. 2, 1954, p.10-C) Appl. author: D'Arcy Advertising Co. © 2Sep54; KK107221.

The pause that refreshes. Couple in car. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1May55; KK107023.

Quality you trust, now, in 2 new sizes. Heads of 2 girls, each pointing to different size bottles. Soft drink. (In The Grand Rapids press, Mar. 31, 1955, p.23) Appl. author: D'Arcy Advertising Co. © 31Mar55; KK108108.

Real refreshment, matchless flavor. Teenage hostess. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Sep54; KK106210.

Refresher course for busy people. Girl with eyeglasses. Soft drink. (In The Omaha star, Jan. 14, 1955, p.3) Appl. author: D'Arcy Advertising Co. © 14Jan55; KK105585.

Refreshing news ... Big news. Woman's hands opening Coca-Cola bottle; glasses. Soft drink. (In The Springfield union, Springfield, Mass., Feb. 16, 1955, p.10-11) Appl. author: D'Arcy Advertising Co. © 16Feb55; KK105068.

Refreshing to know. Girl with lunch tray. Soft drink. (In Atlanta daily world, Dec. 29, 1954, p.3) Appl. author: D'Arcy Advertising Co. © 29Dec54; KK105814.

Refreshing understatement. Girl at blackboard. Soft drink. (In The Omaha star, Feb. 25, 1955, p.8) Appl. author: D'Arcy Advertising Co. © 25Feb55; KK105583.

Serve Coke, the treat of the season. Christmas - hostess serving Coke. Soft drink. (In Danville commercial-news, Dec. 30, 1954, p.8) Appl. author: D'Arcy Advertising Co. © 30Dec54; KK105815.

There's nothing like a Coke. Couple and dispenser. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Mar55; KK105071.

There's nothing like a Coke. Couple and food. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Feb55; KK104320.

There's this about Coke, it's my gift for thirst. Santa Claus. Soft drink. (In Boys' life, Nov. 1954, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 20Oct54; KK103293.

Try this refreshing quiz. Girl at microphone. Soft drink. (In Atlanta daily world, Dec. 22, 1954, p.5) Appl. author: D'Arcy Advertising Co. © 22Dec54; KK105818.

What's a party without Coke? Teen-agers & record player. Soft drink. (In St. Louis globe-democrat, Sept. 10, 1954, food section, p.1) Appl. author: D'Arcy Advertising Co. © 10Sep54; KK105813.

COFFMAN (R. G.) CO., INC. ©

Coffman modular shelter units, designed by Robert B. Murphy. Form 142. Ornamental iron. Folder. Appl. author: Frank Hermesdorf. © 15Mar55; KK105061.

Coffman ornamental iron made-to-order railings. Form 123. Sheet. Appl. author: Frank Hermesdorf. © 12May55; KK106787.

Coffman ornamental iron porch posts and brackets. Form 121. Folder. Appl. author: Frank Hermesdorf. © 15Apr55; KK106788.

Coffman ornamental iron stock length railings for porches & steps. Form no.205. Folder. Appl. author: Frank Hermesdorf. © 10May55; KK106786.

COHEN, DAVID A. t.a. DAYCON PRODUCTS CO. SEE Daycon Products Co.

COHEN, LEO.

It's fun to send and receive Babblegrams. Greeting cards. Label. © Leo D. Cohen; 1Mar55; KK107181.

COHEN, M. R., sole owner, COLONIAL COIN & STAMP SHOP. SEE Colonial Coin & Stamp Shop.

COHEN, MEYER ROBERT. SEE Cohen, M. R.

COHN, ARTHUR D., sole owner, ARCON. SEE Arcon.

COLE (H. A.) PRODUCTS CO.

Pine oil disinfectant. Contents 1 pint. Label. Appl. author: H. S. Crocker Co., Inc. © H. A. Cole Products Co., a firm composed of W. R. Cole & Harry A. Cole, Jr.; 22Jun53; KK103660.

COLE, HARRY A., JR. & W. R. COLE composing the firm H. A. COLE PRODUCTS CO. SEE Cole (H. A.) Products Co.

COLE, W. R. & HARRY A. COLE, JR. composing the firm H. A. COLE PRODUCTS CO. SEE Cole (H. A.) Products Co.

COLE OF CALIFORNIA. ©

Always two jumps ahead in fashion, the trend-setting children's beachwear by Cole of California. (In Women's wear daily, Feb. 9, 1955, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 9Feb55; KK104000.

Exciting is the word for the Spanish beach fashions, by Cole. (In Harper's bazaar, Jan. 1, 1955, p.62-63) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan55; KK104153.

Exciting is the word for the Spanish swimsuits, by Cole of California. (In Harper's bazaar, Apr. 1, 1955, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 1Apr55; KK105716.

He'll be a fool about you when you're wearing Harlequin, junior swimsuits, by Cole ... (In Mademoiselle, June 1955, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun55; KK107754.

Just let them loose in your swimwear department ... Female Animal swimsuits by Cole of California. (In Women's wear daily, Jan. 5, 1955, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 5Jan55; KK103289.

Like 'em bold? Bravado swimsuits, by Cole ... (In Vogue, June 1955, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun55; KK107756.

Two rare specimens from Cole's female animal beachwear collection. (In The New Yorker, May 19, 1955, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 19May55; KK107298.

We're turning 1 customer into 5 for you. Beach ensembles. (In Women's wear daily, Apr. 20, 1955, p.65) Appl. author: Doyle Dane Bernbach, Inc. © 20Apr55; KK106200.

What's new? Cole blue. Bathing suits. (In Vogue, Jan. 1, 1955, p.80-81) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan55; KK103266.

Who was first with the new Brafoam in swimsuits? Cole's Inner Strategy bra. (In Woman's wear daily, June 1, 1955, section 1, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun55; KK108200.

COLGATE-PALMOLIVE CO. ©

Not even the strongest liquid bleach removes so many stains, so fast, as new Ajax. Cleanser. (In Arkansas gazette, June 5, 1955, p.8) Appl. author: Bryan Houston, Inc. © 5Jun55; KK107937.

Only Ajax with foaming action cleans so quick ... (In Chicago Sunday tribune, Apr. 10, 1955, p.10) Appl. author: Bryan Houston, Inc. © 10Apr55; KK105850.

Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. (In The Sunday star, Washington, D. C., May 8, 1955, comic section, p.5) Appl. author: Bryan Houston, Inc. © 8May55; KK106765.

COLLINS, JAMES M. d.b.a. COLLINS PRODUCTS. SEE Collins Products.

COLLINS PRODUCTS.

Hollywood finger Cigarette Ring.
Novelty goods. Display card.
© James M. Collins d.b.a. Collins
Products; 20Nov54; KK105140.

COLONIAL COIN & STAMP SHOP.

World wide coin collectors' outfit.
No. 483. Label. © Colonial Coin
& Stamp Shop, solely owned by
M. R. Cohen; 23Mar55; KK107041.

COLONIAL SUGARS CO. ©

Colonial sugar. Pure cane tablets.
Net wt. 1 pound. © 8Jun55;
KK107491.

COLORIZER ASSOCIATES. ©

Mr. & Mrs. colors in the no. 1
paint for week-end decorators.
Bennett's colorizer paints.
Folder. Appl. author: Clarence
Deutsch. © 22Nov54 (in notice:
1955); KK104270.

COLUMBUS SHOW CASE CO. ©

The Columbus Show Case Company
sixtieth anniversary dedication
to better drug merchandising.
Bulletin no. DM 100. 15 p.
Appl. author: Jeremiah C.
Montgomery. © 1Feb55; KK105234.

Finest for '55. New, Columbus sales-
master wall merchandising units.
Model No. 2100. Sheet. Appl. au-
thor: Jeremiah C. Montgomery.
© 15Dec54 (in notice: 1955);
KK103030.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2110. Sheet.
Appl. author: Jeremiah C.
Montgomery. © 15Dec54 (in
notice: 1955); KK103029.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2110-P. Sheet.
Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103028.

Finest for '55. New, Columbus sales-
master wall merchandising units.
Model No. 2120. Sheet. Appl. au-
thor: Jeremiah C. Montgomery.
© 15Dec54 (in notice: 1955);
KK103027.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2121. Sheet.
Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103026.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2130. Sheet.
Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103025.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2200. Sheet.
Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103024.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2220. Sheet.
Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103023.

Finest for '55. New, Columbus sales-
master wall merchandising units.
Model No. 2221. Sheet. Appl. au-
thor: Jeremiah C. Montgomery.
© 15Dec54 (in notice: 1955);
KK103022.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2300-M. Sheet.
Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103020.

Finest for '55. New, Columbus
sales-master wall merchandising
units. Model No. 2300-MB. Sheet.

Appl. author: Jeremiah C. Mont-
gomery. © 15Dec54 (in notice:
1955); KK103021.

Hard-earned trophies deserve this
fine setting, the Columbus SC-144
trophy case. Bulletin no. SC-144-T.
Sheet. Appl. author: Jeremiah C.
Montgomery. © 15Jan55 (in notice:
1954); KK103424.

High velocity for gun sales too,
the Columbus SC-144 gun case.
Bulletin no. SC-144-G. Sheet.
Appl. author: Jeremiah C.
Montgomery. © 15Jan55 (in
notice: 1954); KK103423.

It pays to be a show-off with the
Columbus SC-144 display case.
Bulletin no. SC-144-B. Sheet.
Appl. author: Jeremiah C.
Montgomery. © 15Jan55; KK103422.

Make the day's special look extra-
special with the Columbus No. 300
top case. Bulletin no. 300-12.
Sheet. Appl. author: Jeremiah C.
Montgomery. © 10Dec54 (in notice:
1955); KK103031.

Silverware, new sales target for
jewelers. Columbus SC-144.
Bulletin no. SC-144-S. Dis-
play fixtures. Sheet. Appl.
author: Jeremiah C. Montgomery.
© 1Feb55 (in notice: 1954);
KK105235.

To make sales click, Columbus SC-144
camera display fixture. Bulletin
no. SC-144-C. Sheet. Appl. au-
thor: Jeremiah C. Montgomery.
© 15Jan55 (in notice: 1954);
KK103425.

COM-KU CO.

Com-Ku Company presents something
new, unique educational play
blocks. Sheet. © Kostanty
Ankudowich & William A. Holcomb
d.b.a. Com-Ku Co.; 8Apr55;
KK106397.

COMMERCIAL SHEARING & STAMPING CO. ©

H series pump-motor service in-
structions. Catalog H-10.
19 p. © 1Jan55; KK104481.

COMMONWEALTH EDISON CO. ©

Big Bill ... he's twice as big ...
How Commonwealth Edison keeps your
electric bill down ... Electric-
ity and public utility services.
(In Chicago daily tribune, Jan. 31,
1955, pt. 1, p. 14) Appl. author:
Leo Burnett Co., Inc. © 31Jan55;
KK104168.

Big Bill, the cost-of-living bird.
Which one of these birds has you
up a tree? Electricity and pub-
lic utility services. (In
Chicago daily tribune, Feb. 8,
1955, pt. 1, p. 10) Appl. author:
Leo Burnett Co., Inc. © 8Feb55;
KK107369.

Little Bill ... This bird-call
makes a lot of sense. Electricity
and public utility services.
(In Chicago daily tribune,
Mar. 8, 1955, pt. 2, p. 5) Appl.
author: Leo Burnett Co., Inc.
© 8Mar55; KK104929.

Little Bill, your electric friend.
Little Bill works all day for a
handful of chicken feed ...
Electricity & public utility
services. (In Chicago daily trib-
une, Apr. 5, 1955, pt. 2, p. 9)
Appl. author: Leo Burnett Co.,
Inc. © 5Apr55; KK105886.

Which one of these birds is your
feathered friend? Electric
power & services of public util-
ities company. (In Chicago
daily tribune, Feb. 22, 1955,
pt. 1, p. 6F) Appl. author: Leo
Burnett Co., Inc. © 22Feb55;
KK104624.

COMMONWEALTH OF PUERTO RICO. SEE
Puerto Rico.

COMMONWEALTH SANITATION CO. ©

Always one step ahead. Pest con-
trol service. Folder. Appl.
author: John R. Burke. © 28Mar55;
KK105410.

Which one of these pests is your
problem? Pest control service.
Mail folder. Appl. author:
John R. Burke. © 28Mar55;
KK105409.

COMMUNITY BUILDERS, INC. ©

All builders are not alike ...
Home remodeling. (In Chicago
daily tribune, Apr. 20, 1955,
pt. 2, p. 7) Appl. author:
Robert W. Kendler. © 20Apr55;
KK106040.

Extras at no extra cost. Home re-
modeling. (In Chicago daily trib-
une, Feb. 23, 1955, pt. 2, p. 5F)
Appl. author: Robert W. Kendler.
© 23Feb55; KK104422.

From old to new + cash for you.
Home remodeling. (In Chicago
American, May 30, 1955, p. 48)
Appl. author: Robert W. Kendler.
© 30May55; KK108075.

Give us a chance and we'll give
you this coffee-well free. Home
remodeling. (In Chicago daily
tribune, Feb. 4, 1955, pt. 1,
p. 15) Appl. author: Robert W.
Kendler. © 4Feb55; KK104042.

Installation of Community Builders'
exclusive new Safety-Tilt window
hardware. Home remodeling. (In
Chicago daily tribune, May 11,
1955, pt. 1, p. 15) Appl. author:
Robert W. Kendler. © 11May55;
KK107040.

Never too cold to work ... Home
remodeling. (In Chicago Ameri-
can, Jan. 24, 1955, p. 5) Appl.
author: Robert W. Kendler.
© 24Jan55; KK103712.

1000 cameras, \$1000 cash free.
Remodeling. Appl. author:
Robert W. Kendler. © 16Mar55;
KK105645.

Our work is the finest ... Our
prices most advantageous. Home
remodeling. (In Chicago daily
tribune, Apr. 13, 1955) Appl.
author: Robert W. Kendler.
© 13Apr55; KK106043.

**CONFORTI, E. A. SEE Wisconsin
Restaurant Assn.****CONGOLEUM-NAIRN, INC. ©**

Gold Seal tiles solve: which tile
goes where and why. Linoleum.
Appl. author: McCann Erickson,
Inc. © 25Jan55; KK104005.

Jackstraw makes rooms look bigger.
Gold Seal floors and walls.
Appl. author: McCann Erickson,
Inc. © 1Apr55; KK106096.

Jackstraw, the Gold Seal linoleum
floor that makes rooms look
bigger, brighter, better.
Appl. author: McCann Erickson,
Inc. © 14Mar55; KK105541.

The magic of Gold Seal vinyls. Yes,
magic, the way these floors, walls
& counters stay clean. [Children's
room; study room; kitchen; recre-
tion room] Linoleum wall & floor
coverings. (In Better homes &
gardens, May 1955, p. 169) Appl.
author: McCann Erickson, Inc.
© 22May55; KK107507.

The magic of Gold Seal vinyls. Yes,
magic, the way these floors, walls
& counters stay clean. [Children's
room; study room; kitchen; snack
bar] Linoleum wall & floor cov-
erings. Appl. author: McCann
Erickson, Inc. © 25Apr55;
KK107509.

CONGOLEUM-NAIRN, INC. © Cont'd.

More Gold Seal inlaid linoleum news. These are the patterns that put linoleum throughout the house. Appl. author: McCann Erickson, Inc. © 14Feb55; KK104699.

More Gold Seal news. 4 guaranteed floors that make life easier. (In Better homes & gardens, Mar. 1955, p.19) Appl. author: McCann Erickson, Inc. © 18Mar55; KK106097.

A new floor in minutes, just roll it out. Gold Seal Congoleum rugs: beautiful, sanitary, easy to clean, only \$13. Appl. author: McCann Erickson, Inc. © 28May55; KK107505.

A new floor in minutes, just roll it out beautiful, sanitary, easy to clean. Gold Seal Congoleum rugs. Appl. author: McCann Erickson, Inc. © 11Apr55; KK106197.

Your Gold Seal guide to the most modern linoleum floors for home or business; you get the finest choice of all in Gold Seal floors and walls. (In Better homes & gardens, Apr. 1955, p.32-33) Appl. author: McCann Erickson, Inc. © 1Apr55; KK106512.

CONKEY (H. D.) & Co.

Type M Field draft control. Sheet. Appl. author: Kenneth B. Butler & Associates. © Field Control Division of H. D. Conkey & Co.; 1Apr55; KK105763.

CONN (C. G.) LTD. ©

Conn organs. Triumph in tone. Pamphlet. Appl. author: C. Devon Elliott. © 6May55; KK107723.

Get in the band with Conn Director band instruments. (Director line band instrument catalog) 11 p. Appl. author: C. Devon Elliott. © 12May55; KK107724.

Musical instruments for the modern band and orchestra. Poster. Appl. author: Leonard W. Echols. © 25Feb55; KK105312.

CONOLITE DIVISION, CONTINENTAL CAN CO.
SEE Continental Can Co.

CONSOLIDATED ADVERTISING SERVICE. ©

Cash account book. You can cash this book for \$100.00. Business reply cards for sale of automobiles. Appl. author: Walter Schan. © 20Jan55; KK103618.

CONSOLIDATED CIGAR SALES CO., INC. ©

Everybody likes Harvester's charcoal-cured aroma. (In Daily news, New York, Mar. 17, 1955, p.87) Appl. author: Erwin, Wasey & Co., Inc. © 17Mar55; KK106028.

Follow that wonderful Harvester aroma and you'll find a satisfied smoker. (In Chicago daily tribune, May 17, 1955, sport-business section: p.3) Appl. author: Erwin, Wasey & Co., Inc. © 17May55; KK107624.

Get a line on Harvester cigars, they're charcoal cured ... (In Chicago daily tribune, May 31, 1955, sport-business section: p.6) Appl. author: Erwin, Wasey & Co., Inc. © 31May55; KK107627.

Graduate to Dutch Masters quality for just pennies more. (In Chicago Sunday tribune, June 5, 1955, pt.2, p.3) Appl. author: Erwin, Wasey & Co., Inc. © 5Jun55; KK107626.

Handier way to buy 'em, you save money, too. Dutch Masters. (In Daily news, New York, Mar. 20, 1955, p.105) Appl. author: Erwin, Wasey & Co., Inc. © 20Mar55; KK105016.

Heads or tails, you win enjoyment when you trade 10¢ for a Harvester ... (In Daily news, New York, May 10, 1955, p.48) Appl. author: Erwin, Wasey & Co., Inc. © 10May55; KK107623.

In the field, Harvesters are charcoal-cured to taste better. (In Daily news, New York, Apr. 26, 1955, p.59) Appl. author: Erwin, Wasey & Co., Inc. © 26Apr55; KK106721.

Now, Dutch Masters Crowns add the crowning touch to your smoking pleasure. (In St. Petersburg times, Feb. 27, 1955, p.4-C) Appl. author: Erwin, Wasey & Co., Inc. © 27Feb55; KK105017.

Perfect balance, taste and price. Harvester. (In Daily news, New York, Mar. 29, 1955, p.51) Appl. author: Erwin, Wasey & Co., Inc. © 29Mar55; KK106027.

Pure pleasure that makes the going smoother. Dutch Masters. (In The New York times, Apr. 17, 1955, p.53) Appl. author: Erwin, Wasey & Co., Inc. © 17Apr55; KK106720.

Set your course for pure pleasure. Dutch Masters. (In The Sunday star, Washington, D. C., May 22, 1955, p.C-3) Appl. author: Erwin, Wasey & Co., Inc. © 22May55; KK107625.

Sure thing for better taste and aroma. Dutch Masters. (In The New York times, May 1, 1955, p.55) Appl. author: Erwin, Wasey & Co., Inc. © 1May55; KK106719.

Trim and slender, it's the young man's favorite shape. Dutch Masters Panetelas. (In Newark Sunday news, May 8, 1955, section 4, p.3-3) Appl. author: Erwin, Wasey & Co., Inc. © 8May55; KK107622.

Watching TV tonight? Dutch Masters. (In The Detroit news, Apr. 24, 1955, p.4-D) Appl. author: Erwin, Wasey & Co., Inc. © 24Apr55; KK106718.

Your key to greater sales. Dutch Masters. (In Tobacco jobber, Mar. 1955, p.7) Appl. author: Erwin, Wasey & Co., Inc. © 7Mar55; KK106026.

CONSOLIDATED COSMETICS, INC. ©

Lanolin Plus all over body lotion. Booklet tag. © 14Apr55; KK105871.

Lanolin Plus baby oil. Booklet tag. © 15Oct54; KK103766.

Lanolin Plus baby oil. Booklet tag. © 14Apr55; KK105870.

Lanolin Plus for the hair, to make your hair behave ... Booklet. © 14Dec54; KK103110.

Lanolin Plus for the hair, to make your hair behave ... Booklet tag. © 19Apr55; KK106329.

Lanolin Plus hand lotion for softer hands than he ever felt before. Booklet tag. © 9Dec54; KK103842.

Lanolin Plus hard water shampoo. Booklet tag. © 23Feb55; KK104389.

Lanolin Plus hard water shampoo to reveal your hair's natural loveliness. Label. © 6May55; KK106529.

Lanolin Plus liquid cleanser beautifies while it cleanses. Label. © 6May55; KK106528.

Lanolin Plus liquid for skin beauty you never realized you had. Booklet tag. © 30Mar55; KK105443.

Lanolin Plus liquid make-up covers the sins of the skin. Booklet tag. © 10Feb55; KK104039.

Lanolin Plus liquid make-up covers the sins of the skin. Booklet tag. © 13Jun55; KK107687.

Lanolin Plus shampoo to reveal your hair's natural loveliness. (Shampoo booklet) © 3Nov54; KK103097.

Lanolin Plus Sudden Date does wonders for your hair, instantly. For beautiful manageable hair. Label. © 6May55; KK106527.

Lanolin Plus Sudden Date does wonders for your hair instantly. The phone rings. Label. © 21Jan55 (in notice: 1954); KK103695.

Lanolin Plus suntan lotion. Booklet tag. © 14Apr55; KK105872.

CONSOLIDATED MARTS, INC. ©

On this spot ... The Fair on Union Square. Real estate. (In The New York times, Mar. 6, 1955, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar55; KK104686.

CONSOLIDATED PRODUCTS CO. ©

Baby building blocks. E emulsion ... teaches chicks to eat; helps them grow. No.5514. (In The Farmer, Mar. 5, 1955, p.63) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 5Mar55; KK104746.

Baby your chicks. Semi-solid E emulsion with Hidrolex. (In Broiler growing, Apr. 1955, p.3) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 1Apr55; KK107556.

40 golden acres, by Roscoe Pollitt. Semi-solid emulsion. (In Wallaces' farmer & Iowa homestead, Nov. 20, 1954, p.63) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Nov54; KK104305.

Kaff-A costs less to feed than other milk replacers and raises better calves than whole milk, says John P. McCrary. E emulsion. (In The Progressive farmer, Mar. 1953, p.82) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 1Mar53; KK104306.

Like a second teat for each baby pig. New Sparx early creep feed program. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 19Feb55; KK107406.

Money for you from hens fed this block. Semi-Solid E Emulsion with Hidrolex. Folder. Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Mar55; KK105561.

CONSOWELD CORP.

New, Roltite Mastic for Consoweld 10. SEE Midcontinent Adhesive Co.

New, special Roltite for Consoweld 6. SEE Midcontinent Adhesive Co.

CONSTITUTIONAL CO. ©

proudly announces a plan for better health. Constitutional vitamin tablets. Folder. © 13May55; KK107167.

Tired, listless, catch colds easily? Bounce back and enjoy life. Vitamin tablets. Display card. © 14Jun55; KK108023.

CONTAINER CORP. OF AMERICA. ©

Butter is better in paraffined cartons. Design no.1451. Net wt. one pound. Label. © 13Nov54; KK103006.

Hyde Park sherbet. Design no.1408. One pint liquid. Paraffined carton. Label. © 13Jun55; KK108216.

- Seal of Minnesota, sweet cream, Minnesota grade AA, butter, made by New Prague Creamery Assn. Design 1453. One pound net weight. Label. © 6Jun55; KK107923.
- Square Deal super markets neapolitan ... ice cream. Design no.1300. Paraffined carton. Half gallon liquid. Label. © 17Jun55; KK108217.
- CONTEMPORARY ARTS ASSOCIATES.
Port-O-Show, the portable exhibiting device. Folder.
© Charles C. Shinn operating as Contemporary Arts Associates; 9Dec54; KK102944.
- CONTINENTAL CAN CO.
How to apply Conolite, the tops in surfacing with Roltite cement. SEE Midcontinent Adhesive Co.
- CONTINENTAL CAN CO., INC. ©
Sizzle bucket. Portable charcoal grill. Label. © 13Jan55; KK103755.
- CONTINENTAL FOODS, INC. ©
Continental beef flavor vegetable soup with noodles. (Sopa Continental de carne y vegetales) Blue, orange, white envelope. Net wt. 1 3/4 oz. Label.
© 9Mar55; KK105043.
- CONTINENTAL OIL CO. ©
Conoco dairy wax dresses up your cartons without messing up your machines. Cuts downtime and cleanup. cDelivery-man & carton; (In American milk review, Nov. 1954, p.6) Appl. author: Benton & Bowles, Inc. © 10Nov54; KK104193.
- Conoco dairy wax dresses up your cartons without messing up your machines. Cuts downtime and cleanup. cShopper; filling line; delivery-man; dairy operator; cartons; (In American milk review, Oct. 1954, p.18) Appl. author: Benton & Bowles, Inc. © 10Oct54; KK104196.
- Conoco quiz, by the Red Triangle reporter. Conoco super gasoline with TCP. (In Cedar Rapids gazette, Jan. 26, 1955, p.19) Appl. author: Benton & Bowles, Inc. © 26Jan55; KK105299.
- Conoco rock drill oil virtually stops oil fog. (In Colorado mining official yearbook, Feb. 1955, p.46) Appl. author: Benton & Bowles, Inc. © 1Feb55; KK107143.
- Conoco salutes America's great new '55 cars. Conoco super gasoline with TCP. Folder. Appl. author: Benton & Bowles, Inc. © 1Mar55; KK106675.
- Conoco Super gasoline with TCP, the greatest gasoline development in 31 years. Here are the facts proved by millions. (In The Dallas morning news, Aug. 11, 1954, p.14) Appl. author: Benton & Bowles, Inc. © 11Aug54; KK104194.
- Conoco, the sign of better motoring. (In Tennessee Oilman's Assn. (handbook), 1954, p.31) Appl. author: Benton & Bowles, Inc. © 1Nov54; KK107141.
- Continental Oil Company salutes the automobile industry. Conoco super gasoline with TCP; Conoco super motor oil. (In Automotive news, Feb. 21, 1955, p.20-21) Appl. author: Benton & Bowles, Inc. © 21Feb55; KK105385.
- Finest in product and service. Neolene 400 intermediate for synthetic detergents. (In Chemical & engineering news, Feb. 21, 1955, p.828) Appl. author: Benton & Bowles, Inc. © 19Feb55; KK106673.
- Found your dream car among these three? Conoco super gasoline with TCP. (In St. Joseph, Mo., gazette, Mar. 23, 1955, p.14) Appl. author: Benton & Bowles, Inc. © 23Mar55; KK106670.
- If your heart said yes, to one of these beauties. Conoco Super gasoline with TCP. (In Des Moines register, Apr. 6, 1955, p.9) Appl. author: Benton & Bowles, Inc. © 6Apr55; KK107418.
- In its first year, millions of motorists have proved the benefits of Conoco super gasoline with TCP. The greatest gasoline development in 31 years. (In The Dallas morning news, Nov. 3, 1954, pt.1, p.21) Appl. author: Benton & Bowles, Inc. © 3Nov54; KK104200.
- In its first year ... Now let these five full-year-users tell you what they have discovered ... Conoco super gasoline with TCP. (In The Dallas morning news, Oct. 6, 1954, pt.1, p.17) Appl. author: Benton & Bowles, Inc. © 6Oct54; KK105301.
- Investigate the advantages of these new Conoco dairy waxes for your cartons. Conoco Super Cote with polyethylene; Conoco ... No Foam formulation. (In American milk review, Feb. 1955, p.6) Appl. author: Benton & Bowles, Inc. © 10Feb55; KK106817.
- Is your dream car in this picture? Remember: TCP attacks the greatest single cause of power loss ... Conoco super gasoline with TCP. (In The Dallas morning news, Jan. 26, 1955, pt.1, p.11) Appl. author: Benton & Bowles, Inc. © 26Jan55; KK105302.
- Is your dream car in this picture? Start using Conoco super with TCP ... Gasoline. (In The Cedar Rapids gazette, Jan. 26, 1955, p.19) Appl. author: Benton & Bowles, Inc. © 26Jan55; KK105300.
- It unlocks the unused power in your engine. New Conoco super gasoline with TCP. (In St. Joseph, Mo., news-press, Mar. 23, 1955, p.12) Appl. author: Benton & Bowles, Inc. © 23Mar55; KK106669.
- Now, Conoco offers you 2 outstanding dairy waxes: New Conoco Super Cote ... with polyethylene; new Conoco ... No-Foam formulation. (In American milk review, Mar. 1955, p.6) Appl. author: Benton & Bowles, Inc. © 10Mar55; KK106816.
- Now, give your car full-time protection against both major causes of engine wear. New Conoco Super motor oil, America's first Double-Duty motor oil. (In The Saturday evening post, Oct. 2, 1954, p.139) Appl. author: Benton & Bowles, Inc. © 30Sep54; KK104197.
- Now, give your car year-round protection against both major causes of engine wear with ... new Conoco Super motor oil. cMagnet, vacuum cleaner; engine bearings; (In Des Moines register, Apr. 27, 1955, p.18) Appl. author: Benton & Bowles, Inc. © 27Apr55; KK107417.
- Now, give your car year-round protection against both major causes of engine wear with ... new Conoco Super motor oil. cMagnet, vacuum cleaner; engine pistons; (In Des Moines register, Apr. 13, 1955, p.6) Appl. author: Benton & Bowles, Inc. © 13Apr55; KK107413.
- Nylon armor saved him. Conoco Super motor oil. (In The Saturday evening post, Apr. 4, 1953, p.75) Appl. author: Geyer Advertising, Inc. © 4Apr53; KK106417.
- A quality choice of the world's leading synthetic detergent processors. Neolene 400. (In Soap & chemical specialties, Oct. 1954, p.27) Appl. author: Benton & Bowles, Inc. © 16Sep54; KK105297.
- Saturday is the big day ... Grand opening of Conoco's Spokane pipe line terminal. Petroleum. (In The Spokesman-review, Oct. 1, 1954, p.9) Appl. author: Benton & Bowles, Inc. © 1Oct54; KK105432.
- See your dream car in this line-up? Regardless of make ... your car will benefit from Conoco super gasoline ... (In The Dallas morning news, Feb. 16, 1955, pt. 1, p.15) Appl. author: Benton & Bowles, Inc. © 16Feb55; KK105382.
- Sell a good measure of boating pleasure. Conoco outboard motor oil ... (In The Boating industry, Oct. 15, 1954, p.135) Appl. author: Benton & Bowles, Inc. © 15Oct54; KK104198.
- Spring song. Conoco oil & gasoline. Folder. Appl. author: Benton & Bowles, Inc. © 1Apr55; KK107415.
- The tank truck. Equipment stays in tune for Minnesota's singing farmer. Conoco Super motor oil. (In Western farm life, Nov. 1, 1954, p.56) Appl. author: Benton & Bowles, Inc. © 1Nov54; KK104192.
- The tank truck. Ever hear of a lucky muleshoe? Conoco super motor oil, Conoco super gasoline with TCP. (In Western farm life, Oct. 1, 1954, p.48) Appl. author: Benton & Bowles, Inc. © 10Oct54; KK104199.
- The tank truck. He turned his hobby into a harvest of plenty. Conoco super motor oil, Conoco super gasoline with TCP. (In Western farm life, Dec. 1, 1954, p.40) Appl. author: Benton & Bowles, Inc. © 1Dec54; KK104201.
- The tank truck. Indiana's Maginot Line ... Conoco super motor oil & Conoco super gasoline with TCP. (In Progressive farmer, Texas ed., Feb. 1955, p.29) Appl. author: Benton & Bowles, Inc. © 16Jan55; KK105384.
- The tank truck. Quit? He didn't know the meaning of the word. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Jan. 1, 1955, p.24) Appl. author: Benton & Bowles, Inc. © 1Jan55; KK105295.
- The tank truck. There's more than words to farmer Collins' good neighbor policy. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Sept. 1, 1954, p.38) Appl. author: Benton & Bowles, Inc. © 1Sep54; KK105298.
- There's gold on the outside ... New, Conoco Super motor oil. Sheet. Appl. author: Benton & Bowles, Inc. © 1Apr55; KK107414.
- There's no substitute for Conoco super gasoline with TCP. The greatest gasoline development in 31 years. (In The Dallas morning news, July 14, 1954, pt.1, p.16) Appl. author: Benton & Bowles, Inc. © 14Jul54; KK104203.

CONTINENTAL OIL CO. © Cont'd.

You're being promoted this spring.
Conoco oil & gasoline. Folder.
Appl. author: Benton & Bowles,
Inc. © 1Apr55; KK107410.

CORBETT, F. C.

New improved, stay wet jelly,
paint remover. Label.
© Frank C. Corbett; 31Mar55;
KK105424.

CORCORAN, INC. ©

Corcoran specialties for hunting and
camping. Sportsman's clothing.
(In Sports afield hunting annual,
1955 ed., p.28) Appl. author:
John A. Keary. © 16Feb55;
KK104482.

CORMAC INDUSTRIES, INC. ©

Never before has an office machine
saved so much time, money and
work, so easily. Sheet. Appl.
author: Bernard Maxwell.
© 19May55; KK107164.

CORNELL-DUBILIER ELECTRIC CORP. ©

Cornell-Dubilier Quietone filters.
Bulletin no.166 supersedes NB-148.
Editor: Emil J. Maginot. 11 p.
© 31Jan55; KK106581.

CORO, INC. ©

Colorama, by Coro. Lily of the
Valley. Costume jewelry. (In
Mademoiselle, Mar. 1955, p.70)
Appl. author: Adolph Katz.
© 1Mar55; KK104612.

Fashion puts color in your life ...
Colorama, by Coro. Costume jew-
elry. (In Glamour, Mar. 1955,
p.44) Appl. author: Adolph
Katz. © 1Mar55; KK105916.

Fashion's newest flair for spring.
Color to match, to contrast, to
blend, Colorama, by Coro. Costume
jewelry. (In Charm, Feb. 1955,
p.22) Appl. author: Adolph Katz.
© 1Feb55, (in notice: 1954);
KK104096.

I love Coro jewelry because these
Sweetheart Bracelets are so
perfect for accessorizing my
spring costumes. (In Seventeen,
Mar. 1955, p.24) Appl. author:
Adolph Katz. © 1Mar55; KK104613.

Jewelry colors flare into fashion.
Colorama, by Coro. Coro Craft.
(In Harper's bazaar, Feb. 1955,
p.23) Appl. author: Adolph
Katz. © 1Feb55; KK104097.

The Midas touch, by Coro. Costume
jewelry. (In Glamour, Dec. 1954,
p.17) Appl. author: Adolph
Katz. © 1Dec54 (in notice: 1953);
KK107660.

The perfect touch for every spring
fashion, Coro jewelry, always the
perfect gift. (In Life, Apr. 25,
1955, p.85) Appl. author:
Adolph Katz. © 25Apr55; KK106722.

COSMAIR, INC. ©

L'Oreal, the three eyed woman. Hair
color preparations. Label.
© 27Nov54; KK105211.

COTTAGE PRODUCTS, INC. ©

Free, tremendous value, retractable,
ballpoint pen. Mail coupons from
... Cottage frozen waffles.
Sticker. Appl. author: Max
Liebman. © 1Dec54; KK106830.

COTY, INC. ©

Contains pure lanolin, relieves dry
sensitive skin, Coty cream powder.
(In Daily news, New York) Appl.
author: Franklin Bruck Advertising
Corp. © 18Apr55; KK105935.

Coty 24 keeps your lips soft and
smooth as silk. Take this lip-
stick off at night, the color
stays on. (In The New York
times) Appl. author: Franklin
Bruck Advertising Corp. © 17Apr55;
KK105934.

Don't accept poor imitations, only
one lipstick lets you wake up
beautiful, Coty 24. (In New
York herald tribune, Apr. 3,
1955, p.49) Appl. author:
Franklin Bruck Advertising Corp.
© 3Apr55; KK105674.

\$50 cannot buy more exquisite lip-
stick cases ... Wake up beauti-
ful with alive color glowing on
your lips. New Coty 24 lipstick.
(In Times Picayune-states, New
Orleans, La.) Appl. author:
Franklin Bruck Advertising Corp.
© 12May55; KK107067.

Greatest discovery for healing dry
or chapped skin. Coty Vitamin A-D.
Cosmetics. (In New York herald
tribune, Apr. 1, 1955, p.3)
Appl. author: Franklin Bruck Ad-
vertising Corp. © 12Apr55;
KK105662.

Introducing the exciting new
perfume, Accomplish, by Coty.
(In Playbill, week beginning
Jan. 3, 1955, p.32) Appl.
author: Franklin Bruck Adver-
tising Corp. © 3Jan55;
KK103321.

Now men have a secret weapon of their
own. New, Preferred Stock, by
Coty. Men's toiletries. (In
Esquire) Appl. author: Franklin
Bruck Advertising Corp. © 6Jun55;
KK107496.

The one compact make-up not affected
by the oils in your skin. Coty
Cream Powder. (In The Grand Rap-
ids press) Appl. author: Franklin
Bruck Advertising Corp. © 1Jun55;
KK107878.

The only cream effective against
winter-dry skin. Coty Vitamin
A-D. Complex cream, hand & body
lotion. (In Daily news, New York,
Mar. 10, 1955, p.67) Appl. au-
thor: Franklin Bruck Advertising
Corp. © 10Mar55; KK104749.

The only powder not affected by the
oils in your skin. Coty cream
powder compact. (In The New York
times, Mar. 29, 1955, p.3) Appl.
author: Franklin Bruck Adver-
tising Corp. © 29Mar55; KK105345.

Sales are on the up and up, and up.
You wake up beautiful with alive
color glowing on your lips. Coty
24 lipstick. (In Chain store age,
June 1955, toilet goods sales man-
ual sec., p.21) Appl. author:
Franklin Bruck Advertising Corp.
© 10Jun55; KK108036.

There is only one 24-hour lipstick.
Coty 24. (In The New York times,
Mar. 16, 1955, p.3) Appl. au-
thor: Franklin Bruck Advertising
Corp. © 16Mar55; KK104903.

There is only one 24-hour lipstick;
Coty 24 ... Wake up beautiful.
(In Daily news, New York, Mar. 17,
1955, p.70) Appl. author:
Franklin Bruck Advertising Corp.
© 17Mar55; KK105122.

24-hour lipstick creates sensation.
Only one lipstick lets you wake-
up beautiful. Coty 24. (In
Trenton evening times, Mar. 23,
1955, p.25) Appl. author:
Franklin Bruck Advertising Corp.
© 23Mar55; KK105181.

Wake up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. (In Mademoiselle,
Mar. 1955, p.149) Appl. author:
Franklin Bruck Advertising Corp.
© 1Mar55; KK104811.

Wake up your sales ... Wake up
beautiful with alive color glow-
ing on your lips. New Coty 24
lipstick ... (In Beauty fashion,
Mar. 1955, p.57) Appl. author:
Franklin Bruck Advertising Corp.
© 10Mar55; KK105188.

When you take this lipstick off at
night, the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty 24.
(In True story, Apr. 1955, p.18)
Appl. author: Franklin Bruck Ad-
vertising Corp. © 10Mar55;
KK104810.

When you take this lipstick off
at night, the color stays on.
Wake up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. Appl. author: Frank-
lin Bruck Advertising Corp.
© 25Feb55; KK104399.

When you take this lipstick off at
night the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. Appl. author:
Franklin Bruck Advertising Corp.
© 27Feb55; K104696.

When you take this lipstick off at
night the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. (In Charm, Apr.
1955, p.187) Appl. author:
Franklin Bruck Advertising Corp.
© 22Mar55; KK105123.

When you take this lipstick off at
night, the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. (In Detroit free
press, Mar. 1, 1955, p.16)
Appl. author: Franklin Bruck
Advertising Corp. © 1Mar55;
KK104712.

When you take this lipstick off at
night the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. (In McCall's, Apr.
1955, p.8) Appl. author:
Franklin Bruck Advertising Corp.
© 22Mar55; KK105121.

When you take this lipstick off at
night, the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty
24 lipstick. (In The Evening star,
Washington, D. C., Mar. 9, 1955,
p.A-3) Appl. author: Franklin
Bruck Advertising Corp. © 9Mar55;
KK104902.

When you take this lipstick off at
night, the color stays on. Wake
up beautiful with alive color glow-
ing on your lips. New Coty 24
lipstick. (In The Milwaukee jour-
nal, Mar. 22, 1955, p.5) Appl.
author: Franklin Bruck Advertising
Corp. © 22Mar55; KK105187.

When you take this lipstick off at
night, the color stays on. Wake
up beautiful with alive color
glowing on your lips. New Coty 24
lipstick. (In The New Yorker, Mar.
5, 1955, p.69) Appl. author:
Franklin Bruck Advertising Corp.
© 3Mar55; KK104905.

When you take this lipstick off at
night, the color stays on. Wake
up beautiful with alive color glow-
ing on your lips. New Coty 24
lipstick. (In The New Yorker,
Mar. 5, 1955, p.69) Appl. author:
Franklin Bruck Advertising Corp.
© 5Mar55; KK104745.

When you take this lipstick off at
night the color stays on. Wake
up beautiful with alive color glow-
ing on your lips. New Coty 24 lip-
stick. (In Woman's home companion,
Apr. 1955, p.58) Appl. author:
Franklin Bruck Advertising Corp.
© 17Mar55; KK104904.

Your winter-dry skin is crying for
vitamins. Coty Vitamin A-D.
Cosmetics. (In The New York
times, Feb. 4, 1955, p.15)

Appl. author: Franklin Bruck Advertising Corp. © 4Feb55; KK103852.

COUCH, OTIS. ©
1 bonus buy. Piggly-Wiggly. Groceries. Coupon. © 28Apr55; KK106556.

COUNTESS MARA, INC. ©
Countess Mara presents a new concept in fine cravats, the Trittico. Ties. (In Vogue, Apr. 1, 1955, p.79) Appl. author: Robert W. Orr & Associates, Inc. © 1Apr55; KK105846.

CRADDOCK-TERRY SHOE CORP.
Like nothing on your feet, Wispies, by Miracle-Tread, so light, so soft, so flexible. (In Ladies' home journal, Oct. 1954, p.155) Appl. author: Lindsey & Co. © Craddock-Terry Shoe Corp. (in notice: Miracle-Tread Division, Craddock-Terry Shoe Corp.); 28Sep54; KK107683.

CRAFTOOL CO. ©
Bonus doodle page, by Al Stohlman. Leather carving tools. Sheet. © 30Oct53; KK103082.
Doodle page of the month. Leather carving tools. Sheet. Page 1, series 5. Right and wrong, by Al Stohlman. © 15Feb54; KK103083.
Page 2, series 5. Have fun with leather, by Al Stohlman. © 15Mar54; KK103084.
Page 3, series 5. More fun with leather, by Al Stohlman. © 15May54; KK103085.
Page 4, series 5. Fun with leather, by Al Stohlman. © 30Jun54; KK103086.
Page 5, series 5. Crafttools-beautiful carved leather, by Al Stohlman. © 4Aug54; KK103087.
Page 6, series 5. Filigree-right and wrong, by Al Stohlman. © 30Jun54; KK103076.
Page 7, series 4. Alaska, by Al Stohlman. © 30Jun53; KK103077.
Page 7, series 5. The lucky seven wallet bag, by Al Stohlman. © 10Sep54; KK103078.
Page 8, series 4. Canada, by Jack McDougall & Al Stohlman. © 30Aug53; KK103079.
Page 9, series 4. Figure carving, by Al Stohlman. © 30Sep53; KK103089.
Page 10, series 4. Crafttool of the month, No.708, by Al Stohlman. © 15Oct53; KK103088.
Page 11, series 4. The forest, by Al Stohlman. © 30Nov53 (in notice: 1954); KK103080.
Page 12, series 4. The hold-up, by Al Stohlman. © 30Dec53 (in notice: 1954); KK103081.

CRAWFORD, D. I., owner, IMPERIAL ENTERPRISES. SEE Imperial Enterprises.

CRAWFORD, JOHN O.
Roll-Rite. SEE Umanoff, Martin.

CRAWLEY (JOHN J.) & CO., INC. ©
A beautiful new book for every Catholic home, the Lives of Saints. (In Catholic digest, Feb. 1955, p.2-3) Appl. author: Roy Hubbard. © 20Jan55; KK103769.

A beautiful new book for every Catholic home, the Lives of Saints, vividly retold and illustrated ... Sheet. Appl. author: Roy Hubbard. © 10Jan55; KK103322.

Crusade - questionnaire. Book. Folder. Appl. author: Roy Hubbard. © 17Jan55; KK103757.

This greatest treasury of Catholic background opens a dramatic new world to your children. Crusade, the story of the Bible retold for Catholic children. (In The Advocate, Jan. 29, 1955, p.16) Appl. author: Roy Hubbard. © 29Jan55; KK104102.

CRESTON CRAYON CO., INC. ©
Davy Crockett Indian trail chalk. 12 sticks. Label. © 12May55; KK107731.

CRETE MILLS DIVISION, LAUHOFF GRAIN CO. SEE Lauhoff Grain Co.

CRONENWETT, KENNETH, WALTER H. KUMM & ISADORE N. BLOCK d.b.a. MATCH KUT CO. SEE Match Kut Co.

CRONIN-STAPLES MANUFACTURING CORP. ©
Chief fire alarm can be heard 500 feet. Label. Appl. authors: Philip C. Cronin & Samuel A. Staples, Jr. © 11Apr55; KK106836.

CROSBY FOREST PRODUCTS CO. ©
Vartung, the perfect finish. Masonry sealer. Label. Appl. author: Lucius Osmond Crosby, Jr. © 10Mar55; KK105694.

CROSS ENGINEERING CO. ©
Fashion and utility decree. Cross perforated steel. Folder. Appl. author: Mildred C. Gill. © 14Feb55; KK104343.

CROSS-OUT ADVERTISING CO. SEE Bugg, L. L.

CROUCH, WALTON, JOHN JARVIS & DON LINDO d.b.a. TRIANGLE AD ART. SEE Triangle Ad Art.

CROWELL, R. G.
Emergency pay envelope. Insurance sales. © Robert G. Crowell; 13Dec54; KK102933.

CROWELL-COLLIER PUB. CO. ©
The American magazine key. By the way. Direct mail promotion. Label. © 11Apr55; KK105902.

The American magazine key. How to sell the successful business man stock vs. stock. Direct mail promotion. Label. © 8Mar55; KK105310.

The American magazine key. New approach to old policyholders. Direct mail promotion. Label. © 9Feb55; KK105309.

The American magazine key. Rx for additional sales. Direct mail promotion. Label. © 9May55; KK107073.

The American magazine key. They're never too old. Direct mail promotion. Label. © 5Jan55; KK105308.

Belief made this sale. [Man reading insurance policy] The American magazine. (In Advertising age, Mar. 7, 1955, p.17) Appl. author: Monroe F. Dreher, Inc. © 7Mar55; KK106174.

Belief made this sale. [Smiling man in automobile] The American magazine. (In Advertising age, Feb. 21, 1955, p.9) Appl. author: Monroe F. Dreher, Inc. © 21Feb55; KK106175.

Belief made this sale. [Woman writing check] The American magazine. (In Advertising age, Apr. 18, 1955, p.33) Appl. author: Monroe F. Dreher, Inc. © 18Apr55; KK106173.

People believe in The American magazine because The American magazine believes in people. [Man shaving; woman applying make-up; girl sham-

poing hair; boy brushing teeth] Arlene Francis. (In Advertising age, Oct. 11, 1954, p.31) Appl. author: Monroe F. Dreher, Inc. © 11Oct54; KK106177.

People believe in The American magazine because The American magazine believes in people. [Woman & 2 men reading] (In Advertising age, Oct. 25, 1954, p.5) Appl. author: Monroe F. Dreher, Inc. © 25Oct54; KK106176.

20,000,000 eyes. The American magazine. (In The Travel agent, Oct. 10, 1954, p.2) Appl. author: Monroe F. Dreher, Inc. © 10Oct54; KK106178.

CROWN CENTRAL PETROLEUM CORP. ©
Please drive safely. Governor Allan Shivers. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103527.

Please drive safely. Governor James F. Byrnes. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103522.

Please drive safely. Governor John S. Fine. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103523.

Please drive safely. Governor Robert B. Meyner. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103525.

Please drive safely. Governor Theodore R. McKeldin. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103524.

Please drive safely. Governor Thomas B. Stanley. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103528.

Please drive safely. Governor William B. Umstead. Petroleum products. Poster. Appl. author: Bernard Trupp. © 15Apr54; KK103526.

CROWN SOAP CO. ©
Immunol can help you get more work from your employees and attain a new standard of safety and health protection. Powdered hand soap. Sheet. Appl. author: Morris Yankner. © 4Apr55; KK105711.
This sample can help you. Immunol. Powdered hand soap. Folder. Appl. author: Morris Yankner. © 4Apr55; KK105712.

CROWN ZELLERBACH CORP. ©
Asparagus cut spears. Net wt. 10 oz. No.507 vignette, stock Crown line. Frozen food wrapper. Label. © 1Jan55; KK104588.

Asparagus spears. Net wt. 10 oz. No.506 vignette, stock Crown line. Frozen food wrapper. Label. © 1Dec54; KK103358.

Beefburger. No.525 vignette, stock Crown line. Frozen food wrapper. Label. © 1Feb55; KK104269.

Blackeye peas. Net wt. 10 oz. No. 513 vignette, stock Crown line. Frozen food wrapper. Label. © 1Feb55; KK104587.

Blueberry pie; no.432 vignette. Frozen food wrapper. Label. © 1Jun55; KK108219.

Boysenberry pie; no.430 vignette. Frozen food wrapper. Label. © 1Jun55; KK107893.

Buttered beef steak. No.426 vignette, stock Crown line. Frozen food wrapper. Label. © 1Feb55; KK104589.

CROWN ZELLERBACH CORP. © Cont'd.
 Cherry pie. No.429 vignette, stock Crown line. Frozen food wrapper. Label. © 1Mar55; KK105427.
 Comfortable is the word for Comfort toilet tissue. Sheet. © 16Apr53; KK105152.
 Cooked squash; no.537 vignette. Net wt. 1 lb. Frozen food wrapper. Label. © 1Apr55; KK106849.
 Diced potatoes, cooked in pure vegetable oil. Net wt. 12 oz. No.504 vignette, stock Crown line. Frozen food wrapper. Label. © 1Mar55; KK104934.
 Dinner steak. No.427 vignette, stock Crown line. Frozen food wrapper. Label. © 1Feb55; KK104590.
 French cut green beans. No.218 vignette. Frozen food wrapper. Label. © 1Apr55; KK106045.
 Peach pie; no.428 vignette. Frozen food wrapper. Label. © 1Jun55; KK107894.
 Potato puffs; no.425 vignette. Frozen food wrapper. Label. © 1Apr55; KK106850.
 Red raspberries in syrup. Net wt. 10 oz. No.524 vignette, stock Crown line. Frozen food wrapper. Label. © 1Jan55; KK103701.
 Sliced peaches in sugar syrup. Net wt. 10 oz. No.525 vignette, stock Crown line. Frozen food wrapper. Label. © 1Mar55; KK104932.
 Sliced strawberries. Net wt. 10 oz. No.508 vignette, stock Crown line. Frozen food wrapper. Label. © 1Dec54 (in notice: 1955); KK103295.
 Sliced strawberries. No.208 vignette. Frozen food wrapper. Label. © 1Mar55; KK105182.
 Stripped kale. Net wt. 12 oz. No.541 vignette, stock Crown line. Frozen food wrapper. Label. © 1May55; KK107028.
 They're more fun on a bun and Zee napkins make it pretty soft for you. Sheet. © 1May53; KK103645.
 Turnip greens. Net wt. 12 oz. No.543 vignette, stock Crown line. Frozen food wrapper. Label. © 1Mar55; KK104933.
 When you butter him up with corn on the cob, Zee napkins make it pretty soft for you. Sheet. © 17Sep53; KK105151.
 CROYLE, LESLIE C. ©
 Best way quarter yard card. Yard goods. Label. © 22Jan55; KK103704.
 CUDAHY BROS. CO. ©
 A wonderful new flavor. Patrick Cudahy sweet applewood smoked, sliced Peacock bacon. (In The Milwaukee Journal, May 19, 1955, women's section, p.28) Appl. author: Al. Drover. © 19May55; KK107243.
 CUDAHY PACKING CO. ©
 Amazing new Old Dutch exclusive new formula sanitizes and deodorizes as it cleans. Household cleanser. Sheet. © 25Sep53; KK105082.
 CULLIGAN, INC. ©
 The automatic-feature, Culligan Cul-Matic water softener. Folder. Appl. author: Alex T. Franz. © 8Mar55; KK106464.
 Culligan automatic water softener. The only fully automatic water softener with an owner service plan. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK106472.

Culligan chemical solution feeder and water purification unit. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK107742.
 Culligan commercial water softener. A heavy duty water softener for commercial water users. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK106471.
 Culligan Cul-Brook water softener, the low-cost, high value water softener on today's market. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK106469.
 Culligan Cul-Matic water softener. The finest automatic feature water softener on the market today. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK106470.
 Culligan de luxe self-service rental water softener. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK106467.
 For sparkling, clear, filtered water, Culligan Cul-Clear water filter. Sheet. Appl. author: Donald M. Hintz. © 21Mar55; KK106465.
 Have all the soft water you want at low cost with a Culligan self-service rental water softener. Folder. Appl. author: Alex T. Franz. © 8Mar55; KK106895.
 Have clear sparkling water with the Culligan Cul-Clear water filters. Folder. Appl. author: Alex T. Franz. © 8Mar55; KK106463.
 Now soft water washing is Magi-Cul. Water conditioning equipment. Mail folder. Appl. author: Alex T. Franz. © 25Feb55; KK104890.
 Of course, it's a Culligan water softener. Folder. Appl. author: Alex T. Franz. © 8Mar55; KK106466.
 The value-packed, Culligan Cul-Brook water softener. Folder. Appl. author: Alex T. Franz. © 8Mar55; KK106468.
 CUNNINGHAM PONTIAC. ©
 Nobody, but nobody, out-trades Cunningham; that's all brother. Cunningham Pontiac automobiles. Forest Hills. (In New York post, Jan. 21, 1955) Appl. author: Robert Miller. © 21Jan55; KK103967.
 CURRY (B. F.) INC. ©
 Colonel Curry, world's wildest trader, has spring fever. New & used automobiles. (In Daily mirror, New York, Apr. 1, 1955, p.59) Appl. author: Bernard F. Curry, Jr. © 1Apr55; KK105436.
 CURTIS (HELENE) INDUSTRIES, INC. ©
 And for extra beauty, ask your beautician to use the shampoo that puts egg-citement in your hair. Helene Curtis Shampoo Plus Egg. (In Glamour, May 1955, p.215) © 22Apr55; KK106564.
 Look what happens when you get a beauty-break. Shampoo. (In Glamour, May 1955, p.214) © 22Apr55; KK106563.
 CURTIS, THOMAS L.
 Curtis high fashion leatherwear ... Dog collars, harnesses & ladies' belts. Sheet. © Thomas Leo Curtis; 12Apr55; KK105853.
 CURTIS MANUFACTURING CO.
 All new for 1955, the Curtis All-Weather air conditioner. Folder. Appl. author: Harry C. Morrison. © Curtis Refrigerating Machine Division, Curtis Manufacturing Co.; 4Mar55; KK105987.
 CURTIS REFRIGERATING MACHINE DIVISION, CURTIS MANUFACTURING CO.
 SEE Curtis Manufacturing Co.

CUSTOM HYDRO-CRAFT.
 Design your own top-sides, on a pair of years proven Hydro play. Twin hull boat. Sheet. © Joseph John Szakacs d.b.a. Custom Hydro-craft; 25Oct54; KK102887.
 General assembly instructions for Custom Hydrocraft twin-hull kit boats. Sheet. © Joseph John Szakacs d.b.a. Custom Hydro-craft; 9Aug54; KK102886.
 The ultra new Sea Cat jet 12. Twin hull boat. Sheet. © J. J. Szakacs d.b.a. Custom Hydrocraft; 10May54; KK102885.
 CYCRAFT PRODUCTS CO. ©
 A thrilling game, new, Oop Fli. Label. Appl. author: John W. Galich. © 15Apr55 (in notice: 1954); KK107700.
 D
 DAIRY PRODUCERS, INC. ©
 Home ice cream freezer mix. One quart liquid. Label. Appl. author: Curtis E. Sumrall. © 24May55; KK107846.
 DAIRY QUEEN NATIONAL TRADE ASSN., INC. ©
 A treat for taste, a food for health, Dairy Queen. Route 29 West. (In Breeze courier, Taylorville, Ill., June 9, 1954, p.7) Appl. author: Joseph B. Wells. © 9Jun54; KK103250.
 DAIRY QUEEN NATIONAL TRADE ASSN., INC.
 SEE ALSO National Dairy Queen Development Co.
 DAMAST, ELIAS S. d.b.a. DARYA PRODUCTS. SEE Darya Products.
 DANA PERFUMES, INC. ©
 Here's perfume news America has been waiting for, for years. Ambush, by Dana. (In Beauty fashion, Mar. 1955, p.61) Appl. author: Ross Roy, Inc. © 10Mar55; KK106344.
 Introducing a famous fragrance to America, Ambush. (In Mademoiselle, Apr. 1955, p.96) Appl. author: Ross Roy, Inc. © 29Mar55; KK106345.
 DANCU CHEMICAL CO. ©
 Optico. Optical lens cleaner. Sheet. Appl. author: Otto Pluess. © 7Apr55; KK107552.
 DANER, JACK. ©
 Please leave _____ Dairy products. Card. © 17Feb55; KK104346.
 DANIELS SPORTS CENTER. ©
 Upper Plate special. It's fish for sure with an Upper Plate lure. 35¢ Card. Appl. author: Ellis R. Daniels. © 16Feb55; KK104297.
 DANVERS SHOE CO., INC. ©
 Chico. C 323 AB. Shoes, slippers & moccasins. Label. © 31Jan55; KK103814.
 Chico Pound-a-Pair. Label. © 14Feb55; KK104485.
 DAPRATO STATUARY CO.
 Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios. 247. © 1Feb55; KK104614.
 248. © 1Apr55; KK106161.
 D'ARCEY (G. W.) CO. ©
 The great western. Hoop-de-do. Toy hoop. Display card. Appl. author: Gerard W. D'Arcey. © 15Mar55; KK105449.
 DARRACH, W. T.
 Instructions for use for the Darra compass corrector in connection with method for correcting mag-

netic compasses on carriers.
Sheet. © Walter T. Darrach;
15Mar55; KK105008.

DARTELL, NORMAN d.b.a. DARTELL
LABORATORIES. SEE Dartell
Laboratories.

DARTELL LABORATORIES.

Darflavin, a dietary food supple-
ment providing vitamins and
minerals. Net contents 84 tab-
lets. Label. © Norman Dartell
d.b.a. Dartell Laboratories;
15Mar55; KK104998.

Formula 6, Darflavin. Vitamins &
minerals; dietary food supple-
ment. Net contents 84 tablets.
Label. © Norman Dartell d.b.a.
Dartell Laboratories; 3Feb55;
KK105155.

DARTMOUTH MARKETING CO., INC. ©

Dartmouth, frozen concentrated, pure
unsweetened, orange juice. Con-
tents 6 fl. oz. Label.
© 27May54; KK103963.

DARYA PRODUCTS.

Congo brand incense. Label.
© Elias S. Damast d.b.a. Darya
Products; 8Nov49; KK107833.

DARYA PRODUCTS, INC. ©

Morocco incense. Label. Appl.
author: Maurice Damast. © 16Dec53;
KK106888.

DAVID (MOGEN) CANDY CO. ©

Chanukah candy assortment. Jewish
symbols. Net wt. 2 ozs. Label.
Appl. author: Ezekiel Schloss.
© 15Dec54; KK102928.

Chanukah chocolate bar. Net
wt. 1 oz. Label. Appl.
author: Aralee Kazdan.
© 1Dec54; KK103155.

Mogen David chocolate lollypops.
Net wt. 2 1/2 ozs. Label.
Appl. author: Ezekiel Schloss.
© 15Dec54; KK102930.

Religious objects chocolate treat.
Net wt. 1 oz. Label. Appl. au-
thor: Aralee Kazdan. © 1Dec54;
KK103156.

DAVIES-YOUNG SOAP CO. ©

Now, dark blue suits and white wool
blankets, safely cleaned together
with Buckeye Clean-Charge ...
Sheet. Appl. author: John R.
Young. © 1Mar55; KK106383.

DAVIS, RICHARD A. d.b.a. DAVIS LAB-
ORATORIES. SEE Davis Laboratories.

DAVIS LABORATORIES.

The new wonder rust remover, Rid-O-
Rust for cleaner, brighter toilets,
tubs and sinks in 30 seconds.
Contents 1/2 U. S. pt. liquid.
Label. © Richard A. Davis d.b.a.
Davis Laboratories; 20Feb55;
KK105499.

DAY-BRITE LIGHTING, INC. ©

Day-Brite CFI-10 for two 8-foot
high-output Rapid-Start lamps.
Section 30, sheet no.6. Fluor-
escent lighting fixtures.
Appl. author: Day-Brite Lighting,
Inc., employer for hire of Louis
J. Rozier. © 8Apr55 (in notice:
1954); KK105893.

Day-Brite CFI-25 for two 8-foot-high-
output Rapid-Start lamps. Sec-
tion 30, sheet no.11. Fluorescent
lighting fixtures. Appl. author:
Day-Brite Lighting, Inc., employer
for hire of Louis J. Rozier.
© 8Apr55 (in notice: 1954);
KK105894.

Day-Brite CFI-25L for two 8-foot,
high-output Rapid-Start lamps.
Section 30, sheet no.16. Fluor-
escent lighting fixtures.

Appl. author: Day-Brite Lighting,
Inc., employer for hire of Louis
J. Rozier. © 8Apr55 (in notice:
1954); KK105892.

DAYCON PRODUCTS CO.

Sea-Spray oven cleaner. Net con-
tents 12 ozs. Label. © David
A. Cohen t.a. Daycon Products Co.;
6May55; KK107555.

DAYTON PERFORATORS, INC. ©

Dayton perforators. Wire punches.
Folder. Appl. author: Robert J.
Gargrave. © 15Mar55; KK105380.

DAYTON RUBBER CO. ©

Give your home a color treat, a
comfort bonus, Dayton Koolfoam
Air-Conditioned decorator pil-
lows, styled by Edsonart. (In
Living for young homemakers,
Mar. 1955, p.5) Appl. author:
Norman D. Waters & Associates,
Inc. © 22Mar55; KK105042.

Invite the outdoors indoors, Air-
Condition your slumber. Kool-
foam latex pillows and slumber
pads. (In House & garden, Apr.
1955, p.16) Appl. author:
Norman D. Waters & Associates,
Inc. © 18Mar55; KK104944.

Pamper your home with these color-
full household pets. Dayton Kool-
foam Air-Conditioned decorator
pillows, styled by Edsonart. (In
House beautiful's guide for the
bride, summer 1955, p.3 of cover)
Appl. author: Norman D. Waters &
Associates, Inc. © 4Apr55;
KK105529.

There's no foam like Koolfoam for
Air-Conditioned luxury. Foam
latex cushioning. (In House
beautiful, Mar. 1955, p.19)
Appl. author: Norman D. Waters
& Associates, Inc. © 24Feb55;
KK104391.

DEAN SPECIALTY WORKS, INC. ©

Coolflo 680. X-ray developing
tanks and similar equipment.
Label. © 15Dec54; KK103260.

DEEFPREEZE HOME APPLIANCES. ©

Carry a wider variety of items,
increase dollar sales up to 20 %/
with a Deepfreeze bakery freezer.
(In Bakers weekly, Apr. 4, 1955,
p.57) Appl. author: Brooke,
Smith, French & Dorrance, Inc.
© 4Apr55; KK106866.

Deepfreeze Duplex puts the freezer
in the kitchen where it belongs.
(In Retailing daily, Apr. 25,
1955, p.46-47) Appl. author:
Brooke, Smith, French & Dorrance,
Inc. © 25Apr55; KK107392.

Deepfreeze invites you. Home
freezers. (In Retailing daily,
June 20, 1955, section 6, p.33)
Appl. author: Brooke, Smith,
French & Dorrance, Inc. © 20Jun55;
KK108048.

Dynamic sales program behind the
brilliant new Deepfreeze line
paced by heaviest national adver-
tising in Deepfreeze history.
Kitchen refrigerators & deep-
freezers. (In Electrical
dealer, Apr. 1955, p.4-5) Appl.
author: Brooke, Smith, French &
Dorrance, Inc. © 4Apr55;
KK106869.

Huge refrigerator plus 147-pound
genuine Deepfreeze freezer in one
cabinet ... Deepfreeze Duplex.
(In Look, May 31, 1955, p.65)
Appl. author: Brooke, Smith,
French & Dorrance, Inc.
© 23May55; KK107738.

If you handle Deepfreeze, this is
your golden hour. Deepfreeze
home freezers. (In Retailing

daily, Feb. 9, 1955, p.39)
Appl. author: Brooke, Smith,
French & Dorrance, Inc.
© 9Feb55; KK106867.

Save money, live better with this
genuine Deepfreeze home freezer.
(In Better homes & gardens, Sept.
1953, p.136) Appl. author:
Rhoades V. Newbell. © 10Sep53;
KK106371.

Sell Deepfreeze home freezers in
volume at full margin of profit,
with the Deepfreeze food plan.
(In Electrical merchandising,
June 1955, p.171) Appl. au-
thor: Brooke, Smith, French &
Dorrance, Inc. © 5Jun55;
KK108004.

Sell Deepfreeze home freezers in
volume at full margin of profit,
with the Deepfreeze food plan.
(In Frozen food center, June
1955, p.53) Appl. author:
Brooke, Smith, French & Dorrance,
Inc. © 5Jun55; KK108005.

Spring is bustin' out all over for
Deepfreeze dealers. Deepfreeze
Duplex Custom model B-1D. (In
Retailing daily, Mar. 9, 1955,
p.31) Appl. author: Brooke,
Smith, French & Dorrance, Inc.
© 9Mar55; KK106868.

DEEFPREEZE HOME APPLIANCES. SEE ALSO
Motor Products Corp.

DEERING NURSERIES. ©

Wouldn't you like to grow 17,000
blooms like these from one single
plant? Mail folder. © 1Mar54;
KK105978.

DE GONIA'S OF CALIFORNIA. ©

Variety Spices add spice to your
life. Chef de Gonia's. Every-
day spicing. Folder. © 8Mar55;
KK104677.

Variety Spices add spice to your
life. Chef de Gonia's. 42 sug-
gested meat seasonings. Folder.
© 8Mar55; KK104676.

DEKOR-TIF CANDLE MANUFACTURING CO. ©

Dekor-tif candle. Label. Appl.
author: Henry F. Garcia.
© 8Jun55; KK108148.

DE LAVAL STEAM TURBINE CO. ©

De Laval CPO process pumps. Bul-
letin 1125-B. Folder. Appl.
author: Jess H. Cloud. © 30Mar55;
KK105653.

Hindmarch-De Laval oil-operated
reverse-reduction marine gears.
Bulletin 2505. Folder. Appl.
author: Jess H. Cloud. © 28Dec54;
KK103973.

DELCO-REMY DIVISION, GENERAL MOTORS
CORP. SEE General Motors Corp.

DELICATESSEN SUPPLY CO., INC. ©

Silver Castle Friday dinner.
Quick frozen barbecued cod.
12 ounces or over. Label.
Appl. author: A. Greenwich.
© 3Jan55; KK104948.

DELSON CANDY CO. ©

Delson Funny Bunny egg. 1 1/8 oz.
net. Label. Appl. authors:
Joe Allegue & others. © 9Nov54;
KK105073.

Delson Funny Bunny egg. [6 illus.;
rabbits holding basket of dyed
eggs; chickens cracking out of
shells; assorted flowers] 1 1/8
oz. net. Label. Appl. authors:
Joe Allegue & others. © 9Nov54;
KK107844.

DENISON (C. D.) ORTHOPAEDIC APPLIANCE
CORP. ©

Wholesale catalogue. Appl. author:
Cedric Douglas Denison. © 20Dec54;
KK103938.

DENISON CORP. ©

Denison aluminum awning windows.
Folder. Appl. author: Edward
Louis Denison. © 19May55;
KK107306.

Denison aluminum awning windows.
Pamphlet. Appl. author: Edward
Lewis Denison. © 10Jan55 (in
notice: 1954); KK103573.

Denison jealousies. Folder. Appl.
author: Edward Louis Denison.
© 19May55; KK107307.

DENISON SOUTHWEST SALES CORP. ©

Model 40 awning window price list.
April 1, 1955. 4 p. Appl. au-
thor: Edward Louis Denison.
© 1Jun55; KK107967.

Model 10 lousie window price
list. April 1, 1955. 4 p.
Appl. author: Edward Louis
Denison. © 1Jun55; KK107968.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

Moulds and dimensions of Trubridge,
tube teeth, vacuum fired poste-
riors. Folder. Appl. author:
Alan Jones Davis. © 27Apr55;
KK106546.

DE SANDON, LEON J. PONCET. SEE Pon-
cet de Sandon, Leon J.

DESIGN ENTERPRISES. ©

It's new. It's different. Baby's
3 in 1 travel kit, Bye-Bye bag.
No.328. Sheet. Appl. author:
Oscar Schreyer. © 1Jun55;
KK108079.

A must for baby ... Folding nursery
hamper. No.804. Sheet. Appl.
author: Oscar Schreyer. © 1Jun55;
KK108078.

A new mother's helper ... Bonny
Thermo-Pal. No.360. Baby bottle
holder. Sheet. Appl. author:
Michael Graboi. © 1Jun55;
KK108077.

Snug a Light. Nos.902 & 903.
Nursery night lights. Sheet.
Appl. author: Michael Graboi.
© 1Jun55; KK108076.

DESPATCH OVEN CO. ©

More foundry production by Oven-
engineering. (In Foundry, Feb. 1955,
p.220) Appl. author: Harold C.
Walker Advertising. © 1Feb55;
KK106403.

DETROIT STEEL.

As a strip steel user, just suppose,
in 1954, you had been our one and
only customer for DSC Strip. (In
Detroit purchaser, Apr. 1955,
p.25) Appl. author: Simons-
Michelson Co. © Detroit Steel
Corp. d.b.a. Detroit Steel;
10Apr55; KK105976.

Close-gauge strip gives engine bear-
ing maker 99.86 % on-the-job
performance. (In Detroit purchas-
or, June 1955, p.27) Appl. au-
thor: Simons-Michelson Co.
© Detroit Steel Corp. d.b.a. De-
troit Steel; 10Jun55; KK107847.

For your day-by-day requirements,
another actual example, DSC strip
at work. Reliance job-fitted ...
steel. (In Detroit purchaser,
May 1955, p.10) Appl. author:
Simons-Michelson Co. © Detroit
Steel Corp. d.b.a. Detroit Steel;
10May55; KK106950.

A frank statement about deliveries.
(In Detroit purchaser, Jan. 1955,
p.10) Appl. author: Simons-
Michelson Co. © Detroit Steel
Corp. d.b.a. Detroit Steel;
10Jan55; KK103338.

How Reliance job-fitting meets your
requirements. (In Detroit pur-
chaser, Mar. 1955, p.6) Appl.
author: Simons-Michelson Co.
© Detroit Steel Corp. d.b.a.
Detroit Steel; 10Mar55; KK105294.

What is quality in steel? (In
Detroit purchaser, Feb. 1955,
p.23) Appl. author: Simons-
Michelson Co. © Detroit Steel
Corp. d.b.a. Detroit Steel;
10Feb55; KK104125.

DETTRA FLAG CO., INC. d.b.a. DETTRAS
FLAG PRODUCTS. SEE Dettras Flag
Products.

DETTRAS FLAG PRODUCTS.

Detco process everwear bunting,
guaranteed extra fast colors.
Artist and easel design. 3X3 ft.
Label. © Dettra Flag Co., Inc.
d.b.a. Dettras Flag Products;
20Dec54; KK106115.

DEUBENER, W. H. ©

With Coffeelyke taste & flavor.
Flavored candies, ice cream,
beverages, baked goods and other
foods. Label. © 15Nov54;
KK105178.

DE WITT SUPPLY CO.

De Witt seal of quality ... Your
guide to the selection of prod-
ucts for sanitation and mainte-
nance. 48 p. Appl. author:
Harold Bertrand Friedman.
© Zep Manufacturing Corp. d.b.a.
De Witt Supply Co.; 13Jan55 (in
notice: 1954); KK106387.

DIAMOND MATCH CO. ©

American Made, safety matches.
Label. © 4Apr55; KK106376.

Attractively designed for home and
personal use. 50 deluxe Diamond
match books. Label. © 14Jan55;
KK104794.

Covered bridge. Label. © 11Jun54;
KK107773.

Horse. Label. © 11Jun54;
KK107775.

Indianhead. Label. © 11Jun54;
KK107776.

Pointer. Label. © 11Jun54;
KK107777.

Retriever. Label. © 11Jun54;
KK107772.

Sailing ship. Label. © 11Jun54;
KK107774.

DICKINSON, H. L.

Big Ma Moo. Full pint. Beverage.
Label. © Harold L. Dickinson;
14May55; KK108131.

DICKINSON, H. L. ©

Frosti-Kooler, crazy mixed up soda.
Prac. cap., no.327. Special design
Jumbo. 24 fl. oz. Label.
© 14Apr55; KK106179.

DICKINSON, HAROLD L. SEE Dickinson,
H. L.

DICKSON, GEORGE PLEASANT.

Your beauty heritage from the
stars. Face creams. Folder.
© G. P. Dickson & W. A. Abbot;
6Apr55; KK105827.

DIMINUETTES CO.

Diminuettes Two-Way-Gro. Ladies'
lingerie. Label. © Richard
Mendel d.b.a. Diminuettes Co.;
11May55; KK106798.

DIRECTORY OF MANUFACTURERS, INC. ©

Just off the press ... Directory
of Manufacturers of America.
Book. Sheet. Appl. author:
David Oleck. © 9Mar55;
KK104675.

DIRECTORY PUB. CO.

Greater Chicago business classified
directory. Sheet. © Directory
Pub. Co., Stanley Oleck, prop.;
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Good displays will sell your
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Authorized agency for Siz-A-Tize
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SEE Ecker Industries.

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Model 208-B Regatron. Sheet. Appl. author: Conrad G. De Blasio. © 22Mar55; KK107518.

Model 351-A stroboscopic tachometer. Sheet. Appl. author: Conrad G. De Blasio. © 22Mar55; KK107517.

Transistor power unit, model 212-A. Sheet. Appl. author: Conrad G. De Blasio. © 22Mar55; KK107520.

Voltage standard power source Regatron, model 209-A and model 219-A. Folder. Appl. author: Conrad G. De Blasio. © 22Mar55; KK107522.

ELECTRO-VOICE, INC. ©

Electro-Voice phono cartridges give new life to your records. Label. © 21Mar55; KK107643.

ELGIN AMERICAN.

Elgin American, fashion's finest accessories, perfect for Mother's Day and all occasions. Compacts. (In Coronet, May 1955, p.15) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co. d.b.a. Elgin American; 25Apr55; KK108205.

In the holiday mood. Fashion jewelry by Elgin American. (In Town and country, Dec. 1954, p.32) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co. d.b.a. Elgin American; 1Dec54; KK102831.

ELGIN NATIONAL WATCH CO. ©

Dial the Hadley band that's right for your watch. (In Life, Nov. 16, 1953, p.97) Appl. author: Young & Rubicam, Inc. © 13Nov53; KK103234.

Try on a new Hadley band before you turn the page. (In Life, Sept. 14, 1953, p.80) Appl. author: Young & Rubicam, Inc. © 11Sep53; KK103235.

Wonder if he'd like an Elgin for each wrist. Elgin 19 Sycamore, Lord Elgin Webster. (In Look, Nov. 2, 1954, p.29) Appl. author: Young & Rubicam, Inc. © 19Oct54; KK103168.

EL MEXICO, INC. ©

El Mexico restaurant. Label.
Appl. author: De Jon Papanicolas.
© 20Apr55; KK107996.

ELNA BRANDS, INC. ©

Elna salad dressing. Contents 1 quart. Label. © 1Nov54; KK103962.

EMERSON PRESS.

Christmas toy preview & sale ...
Santa-Gram. (Sh-h-h, advance news from Santa Claus) The Emerson Furniture Co. Mail folder. Appl. author: Harold B. Block. © Emerson Press, Inc.; 15Apr55; KK106355.

EMPIRE NATIONAL BANK, ST. PAUL. ©

Match book; the Empire serves St. Paul. Appl. author: F. Myles McDonough. © 12Nov54; KK105153.

EMPLOYERS' GROUP INSURANCE COS. ©

Let's face it, this house is worth a lot more than \$. Sheet.
© 10May55; KK108094.

EMPRESS FISHERIES CO., INC. ©

Empress Coronet brand, frozen fresh, rainbow trout. Net weight 12 oz. Label. Appl. author: Morton J. Nesnow. © 2May55; KK106413.
Empress Coronet swordfish steaks. Net weight 12 ounces. Label. Appl. author: Morton J. Nesnow. © 9May55; KK106517.

ENGBER, HERMAN d.b.a. MEMOS. SEE Memos.**ERMAN-BACH, MAX. ©**

Edible Merba wafer cake decorations. Sheet. © 13Apr55; KK105744.

ESKIMO PIE CORP. ©

Eskimo Pie. Ice cream. Contents 3 fluid ounces or over. Label. Appl. author: James Biernie, Jr. © 25Oct54; KK105210.

ESQUIRE CO. ©

Wheel seal for sealing leaks at rivets and seam welds where tubeless tires are used. 1/4 pint. Label. Appl. author: Gilbert Squire. © 25May55; KK107407.

ESTERBROOK PEN CO. ©

Esterbrook pens, the gift you can personalize with the right point for any writer. (In The Saturday evening post, Nov. 20, 1954, p.74) Appl. author: John D. Wooster. © 15Nov54; KK103723.

Give the pen with the right point for every writer. (In Life, Dec. 13, 1954, p.40-41) Appl. author: John D. Wooster. © 10Dec54; KK104397.

The pen that fills itself. The perfect gift for the desk writer. (In Business week, Nov. 27, 1954, p.64) Appl. author: John D. Wooster. © 26Nov54; KK104572.

ESTHER-MARIAN SHOP.

Is buying apparel for your wife a big problem? Shopping Aids for Men. Ladies' ready to wear. Sheet. Appl. author: De Loss Seeley. © De Loss Seeley & Marian Seeley d.b.a. Esther-Marian Shop; 15Nov54; KK105520.

EVANS' (L. B.) SON CO. ©

Light and soft as the air of spring. Evans casuals. Men's shoes. (In Esquire, May 1955, p.125) Appl. author: Bennett & Northrop, Inc. © 4Apr55; KK105535.

EVANS & BRISEBOIS. ©

Ad-maker furniture advertising and promotion service. Appl. author: Leslie A. Brisebois. Oct. 1954. © 10Oct54; KK102882.
Nov. 1954. © 1Nov54; KK103898.

Dec. 1954. © 1Dec54; KK104856.
Jan. 1955. © 1Jan55; KK106461.
Feb. 1955. © 1Feb55; KK107513.

Continental furniture advertising service. Appl. author: Leslie A. Brisebois. Oct. 1954. © 10Oct54; KK102883.
Nov. 1954. © 1Nov54; KK103894.
Dec. 1954. © 1Dec54; KK104855.
Jan. 1955. © 1Jan55; KK106460.
Feb. 1955. © 1Feb55; KK107514.

Double your dollar. Double discount sale. Home furnishings. Sheet. Appl. author: Leslie A. Brisebois. © 9Jun55; KK107688.

E and B furniture service. Appl. author: Leslie A. Brisebois. Oct. 1954. © 10Oct54; KK102880.
Nov. 1954. © 1Nov54; KK103897.
Dec. 1954. © 1Dec54; KK104854.
Jan. 1955. © 1Jan55; KK106458.
Feb. 1955. © 1Feb55; KK107515.

The new Chainway advertising mat service for furniture stores. Appl. author: Leslie A. Brisebois. Oct. 1954. © 10Oct54; KK102881.
Nov. 1954. © 1Nov54; KK103895.
Dec. 1954. © 1Dec54; KK104853.
Jan. 1955. © 1Jan55; KK106459.
Feb. 1955. © 1Feb55; KK107516.

Style it yourself. Ad promotion no.90 and 90A. Home furnishings advertising. Sheets. Appl. author: Leslie A. Brisebois. Feb. 1955. © 1Feb55; KK104857.

3 star sale, day and night. Home furnishings. Sheet. Appl. author: Leslie A. Brisebois. © 10Dec54 (in notice: 1955); KK103896.

Western furniture advertising supplement. Appl. author: Leslie A. Brisebois. Nov.-Dec. 1954. © 1Nov54; KK102879.

EVANS HONEY CO. ©

Evans selected honey. Beezer. California sage honey, just as the bees made it. Red coloring. Net wt. 2 lbs. Label. Appl. author: Robert Clark Evans. © 2Mar52; KK106965.

EVANS PRODUCTS CO. ©

Brilliant new colors. Evans-Colson colorama bicycles and velocipedes. Folder. Appl. author: J. Walter Thompson Co. © 7Mar55; KK105619.

EVANS RULE CO. ©

Evans king-size, 10-ft. steel tape, stands up straight for upright measurements. (Evans king-size tape man) (In Industrial distribution, June 1955, p.262) Appl. author: David Goldman. © 31May55; KK107903.

EVEREADY STEAK CO. ©

Eveready quick frozen chopped beef steak. 12 oz. net. Label. Appl. author: John M. Wojnar. © 5Jan55 (in notice: 1954); KK103762.

EVERETT, DON MERWIN, HELEN C. EVERETT & DON STANLEY EVERETT composing the firm EVERETT'S TELEVISION. SEE Everett's Television.**EVERETT, DON STANLEY, DON MERWIN EVERETT & HELEN C. EVERETT composing the firm EVERETT'S TELEVISION. SEE Everett's Television.****EVERETT, HELEN C, DON STANLEY EVERETT & DON MERWIN EVERETT composing the firm EVERETT'S TELEVISION. SEE Everett's Television.****EVERETT PIANO CO. ©**

Dyna-tension Everett. Pamphlet. Appl. author: Juhl Advertising Agency. © 10Jan55; KK103452.

EVERETT'S TELEVISION.

Space-radioman; fun for all with a Spacey line miniature radio. Label. © Everett's Television, a co-partnership consisting of Don Stanley Everett, Don Merwin Everett & Helen C. Everett; 20Jun55; KK108088.

EVERLASTING VALVE CO. ©

Everlasting valves. Folder. Appl. author: Edgar Fabian Cohen. © 28Jan55; KK105323.

Viscous materials flow freely through Everlasting steam-jacketed valves. Bulletin E-200. Folder. Appl. author: Edgar Fabian Cohen. © 28Apr55; KK106587.

EVERSON MANUFACTURING CORP. ©

Large capacity chlorine control equipment. No.9420. Chlorinating equipment for water and sewage treatment. Sheet. Appl. author: Roy Blair Everson. © 23Feb52; KK104725.

Large capacity chlorine control equipment. No.9422. Chlorinating equipment for water and sewage treatment. Sheet. Appl. author: Roy Blair Everson. © 22Mar52; KK104723.

Model 1900 sterelator. Chlorinating equipment for water and sewage treatment. Sheet. Appl. author: Roy Blair Everson. © 11Nov54; KK104724.

EVIS MANUFACTURING CO. ©

Bumper crops because Evis-conditioned water saturates quickly. (In Farm journal, Feb. 1954, p.90) Appl. author: Eugene W. Shafer. © 18Jan54 (in notice: 1953); KK107642.

Real progress in the art of water correction. Evis water conditioners. (In Domestic engineering, Sept. 1953, p.182) Appl. author: Eugene W. Shafer. © 4Sep53; KK104158.

EWIN, JAMES L. & RALPH E. WAINWRIGHT d.b.a. WITTSTATT'S. SEE Wittstatt's.**EXCELSIOR ACCORDIONS, INC. ©**

Excelsior, the continental Excelsior. Folder. Appl. author: Juhl Advertising Agency. © 22Dec54 (in notice: 1955); KK103453.

EXCLUSIVE ENVELOPE CORP. ©

Price list. Oct. 1954. 122 p. Appl. author: Irving H. Ross. © 29Oct54; KK103768.

F**F. C. A. SERVICE, INC. ©**

Be happy, get money, get bills off your mind. Securities Acceptance Corporation. Loan service. Sheet. Appl. author: Robert M. Hodes. © 1Apr55; KK106393.

Cut your monthly payments in half with extra cash. Securities Acceptance Corp. Loan service. Sheet. Appl. author: Robert M. Hodes. © 1Apr55; KK106394.

Don't wonder, don't worry, get cash in a hurry. Thorp Finance Corporation. Loan service. Sheet. Appl. author: Robert M. Hodes. © 1Apr55; KK106392.

Glad you called, stop in tomorrow and pick up your money. Loan service. Sheet. Appl. author: Robert M. Hodes. © 1Apr55; KK106395.

CURRENT REGISTRATIONS

1955

- You, too, can get more cash here. Small loan service. Folder. Appl. author: Robert M. Hodes. © 1Feb55; KK103994.
- FABLE BRANDS, INC. ©**
Fable Brand topping. Net weight 30 lbs. Label. © 13Feb54; KK103654.
- FAIRBRIDGE CO., INC. ©**
Hi-Brite light magnifier & filter. Label. Appl. author: Herbert G. Lehmann. © 8Jun53; KK104969.
- FAIRMONT RAILWAY MOTORS, INC. ©**
Fairmont W86 series A hydraulic rail lifter. Bulletin 656A. Sheet. Appl. author: R. B. Evans. © 1Mar55; KK104579.
- Fairmont W87, series A digs a uniform tie bed ten feet long. Tie bed scarifier. Bulletin 664A. Folder. Appl. author: R. B. Evans. © 10Feb55 (in notice: 1954); KK104036.
- Fairmont W88 series A tie brush. Bulletin 675A. 2 p. Appl. author: R. B. Evans. © 28Mar55; KK105408.
- Fairmont W90 series A tie handler. Bulletin 691A. 4 p. Appl. author: R. B. Evans. © 4Mar55; KK104753.
- Performance on the job counts. Fairmont, W89 series A crib reducer. Bulletin 674A. 2 p. Appl. author: R. B. Evans. © 25Mar55; KK105407.
- FALL, ROBERT D. d.b.a. FORE PRODUCTS CO. SEE Fore Products Co.**
- FALSTAFF BREWING CORP. ©**
The choicest product of the brewers' art. Now taste the choicest of beers, premium quality Falstaff. (In Life, June 15, 1953, p.85) Appl. author: Paul Gioni. © 15Jun53; KK106443.
- One for you, one for me. Falstaff, premium quality beer. Poster. Appl. author: Paul Gioni. © 26Dec54 (in notice: 1955); KK102968.
- FAMIN-MOTH MOTHPROOFING PRODUCTS. ©**
Low cost protection from moths, Famin-Moth, moth-proofing compound. Net wt. 1 1/4 oz. Label. Appl. author: Milton Hecker. © 16May55; KK107085.
- FAMOUS HOME FURNISHINGS CO. ©**
Your old worn out furniture can look new again ... Reupholstering materials and services. (In Chicago daily sun-times, Jan. 5, 1955, p.27) © 5Jan55; KK103140.
- Your old worn out furniture can look new again ... Reupholstering materials and services. (In Chicago sun-times, Jan. 11, 1955, p.36) © 11Jan55; KK103381.
- FARM ON THE HILL. ©**
Plan your perfect honeymoon. Resort publicity. Pamphlet. Appl. author: Jannetje Radcliff Devine. © 25Nov54; KK103099.
- FARNAND, MARY BROOKS d.b.a. FLAG GAME CO. SEE Flag Game Co.**
- FARRINGTON MANUFACTURING CO. ©**
My choice for Mother's Day, a Farrington jewel case, of course. Diana Lynn. (In Glamour, Apr. 1955, p.57) © 21Mar55; KK106386.
- My favorite graduation gift suggestion, a Farrington jewel case ... Diana Lynn. (In Seventeen, May 1955, p.172-173) © 1May55; KK106851.
- To love and to cherish, the Farrington bride's jewel case. Diana Lynn. (In Vogue, May 15, 1955, between p.19 & 21) © 15May55; KK107278.
- A wonderfully different gift for dad; a he-man Farrington jewel case. Diana Lynn. (In Charm, June 1955, p.34) © 23May55; KK107279.
- FEBCO, INC. ©**
Handbook; cross connection control. Written by Edwin Reinecke. 2d rev. printing. Valves. 31 p. © 28Jan55; KK104267.
- FELDMAN, SEYMOUR & ABRAHAM STURISKY d.b.a. ALLISON'S CO. SEE Allison's Co.**
- FENTON LABEL CO. ©**
De luxe Fent-Onamel gummed insurance stock labels. Folder. Appl. author: Ernest William Friday. © 3Jun55 (in notice: 1954); KK108011.
- Here's a quick, easy way to collect your past due accounts. De luxe Fent-Onamel collection stickers. Folder. Appl. author: Ernest William Friday. © 13May55 (in notice: 1954); KK108012.
- FERN FARM DIVISION OF BLATCHLEY & BALLARD COMMODITIES, INC. SEE Blatchley & Ballard Commodities, Inc.**
- FICK (RUDY) INC. ©**
Only Rudy Fick, the world's largest Ford dealer can make this statement: you can buy a brand new 1955 Ford ... on Rudy Fick's ... Car Fair Plan. Appl. author: Glover L. Williams. © 15Jan55; KK103998.
- FIEDLER, IRVING. ©**
Thunder Egg cuff links. Folder. © 9Feb55; KK104400.
- FIELD (MARSHALL) & CO. SEE Marshall Field & Co.**
- FIELD CONTROL DIVISION OF H. D. CONKEY & CO. SEE Conkey (H. D.) & Co.**
- FILTER PRODUCTS DIVISION, JOHNSON & JOHNSON. SEE Johnson & Johnson, Chicago.**
- FILTROS, INC. ©**
Save your pump with the Filtros Flo-Clear water filter. Folder. Appl. author: Robert E. Wright. © 12Jan55; KK103314.
- FINKEL, S. RICHARD & ALBERT P. SALISBURY d.b.a. ARTCRAFT FEATURES. SEE Artcraft Features.**
- FINN, BERLIN W. ©**
Approved certificate number ---. Coffee Brewing Institute. Card. © 22Jan55; KK103572.
- FIRESTONE INDUSTRIAL PRODUCTS CO. ©**
You shouldn't try to sleep like a log. You need a mattress that gives each different part of your body the curve-conforming, balanced support of form-fitted Foamex. (In Life, Mar. 14, 1955, p.67) © 14Mar55; KK105012.
- FIRESTONE PLASTICS CO. ©**
So new, so exciting because Firestone Velon makes them more practical than you ever dreamed lovely fabrics could be ... Curtains, tablecloths, clothing & upholstery. (In Life, Sept. 21, 1953, p.34) © 21Sep53; KK106172.
- FIRESTONE TIRE & RUBBER CO. ©**
Announcing the new Firestone 500, built with nylon, 91% stronger, modern tubeless construction ... Tires. (In Life, Apr. 26, 1954, p.30-31) © 26Apr54; KK107492.
- Christmas gifts to be treasured, all on sale at Firestone. Home & auto supplies. (In The Saturday evening post, Nov. 21, 1953, p.78-79) © 21Nov53; KK106855.
- Here's why the new tubeless Firestone Supreme tire gives you greater safety and longer mileage ... (In The Saturday evening post, Aug. 15, 1953, p.40) © 15Aug53; KK106170.
- Make this Christmas the merriest ever by gift shopping at Firestone. Home & auto supplies; toys. (In The Saturday evening post, Dec. 5, 1953, p.68-69) © 5Dec53; KK105422.
- The only tire made that gives you protection against all tire failures. Firestone Supreme. (In Life, June 1, 1953, p.50) © 1Jun53; KK106171.
- Save time, trouble and money by Christmas shopping at Firestone. Home & auto supplies; toys. (In The Saturday evening post, Nov. 28, 1953, p.60-61) © 28Nov53; KK105423.
- Timely tips for thrifty car owners ... Tires, batteries & other automobile supplies. (In The Saturday evening post, Oct. 3, 1953, p.56-57) © 30Oct53; KK106169.
- You get all the drawbar horsepower your tractor can deliver with Firestone Champions. (In Farm journal, Feb. 1954, p.103) © 1Feb54 (in notice: 1953); KK108027.
- FIRST (NAT) INC. SEE Nat First, Inc.**
- FIRST NATIONAL BANK & TRUST CO., HAMILTON, OHIO. ©**
Had the little lady figured on a fur coat for Christmas? Christmas Club. (In Hamilton journal news, Nov. 30, 1954, p.9) Appl. author: The Rowe & Wyman Co. © 30Nov54; KK103320.
- Had the whole family been pointing to a Christmas vacation in Florida this year? Christmas Club. (In The Hamilton journal news, Dec. 7, 1954, p.11) Appl. author: The Rowe & Wyman Co. © 7Dec54; KK103327.
- Has the missus been dreaming of a new automatic washer for Christmas? Christmas Club. (In The Hamilton journal news, Nov. 24, 1954, p.2) Appl. author: The Rowe & Wyman Co. © 24Nov54; KK103521.
- It's fun, of course, to shop for Christmas presents. Christmas Club. (In Hamilton journal news, Dec. 14, 1954, p.13) Appl. author: The Rowe & Wyman Co. © 14Dec54; KK103315.
- Was your joy of giving dimmed this year ... Christmas Club. (In The Hamilton journal news, Dec. 28, 1954, p.3) Appl. author: The Rowe & Wyman Co. © 28Dec54; KK103291.
- Will the state of your family exchequer keep you ... Christmas Club. (In The Hamilton journal news, Dec. 21, 1954, p.8) Appl. author: The Rowe & Wyman Co. © 21Dec54; KK103290.
- FISCHMAN, AUDREY, LOIS TIETJEN, ETHEL ZUCKERMAN, owners of HOUSE OF DESIGN. SEE House of Design.**
- FISHER FLOURING MILLS CO. ©**
The Pacific Northwest's newest home baked treat now comes to your home town. Fisher's scone mix. Sconeape directions. Sheet. Appl. author: Trevor H. Evans. © 15Mar55; KK107826.

FISHLOVE (H.) & CO. ©

What's the secret action? Scrapper.
No. 667. Novelty fisherman toy.
Label. Appl. author: I. Fish-
love. © 30Dec54 (in notice:
1955); KK103103.

FITZ, A. W., SR.

Lamps of the Word. Lamps for
illumination. Label.
© Andrew Wilbert Fitz, Sr.;
30Oct54; KK103263.

FITZGIBBONS BOILER CO., INC. ©

The Fitzgibbons boiler, most eco-
nomical in fuel. Low pressure
Scotch type for oil or gas.
Catalog SM-10-3. Folder.
© 1Jan55; KK103581.

The Fitzgibbons packaged boiler
unit. Catalog FPB-10. Folder.
© 1Jan55; KK103580.

Fitzgibbons 770 series boiler-
burner units. Catalog 770-10-2.
Folder. © 1Jan55; KK103579.

Fitzgibbons 770 series boiler-
burner units insures ... plenty
of clean tankless hot water.
Catalog 770-30-2. Folder.
© 1Apr55; KK107721.

FITZSIMMONS, MARCUS C. ©

Cleans-It 7, amazing household
cleaner. Net contents 1 quart.
Label. © 10Jan55; KK104295.

FIXTURES MANUFACTURING CORP. ©

New design plus color. Table bases,
counters and bar stools. Sheet.
Appl. author: Norman Polsky.
© 21Mar55; KK105988.

FLAG GAME CO.

A fascinating card game for juniors
or adults ... Flags. Label.
© Mary Brooks Farnand d.b.a. Flag
Game Co.; 20Dec54; KK103714.

FLAKO PRODUCTS CORP. ©

Flako cheese cake mix. 7 oz. net.
Label. Appl. author: Mary Ann
Pfenninger. © 6Jun55; KK107495.
Flako cream puff mix. 6 oz. net.
Label. Appl. author: Mary Ann
Pfenninger. © 6Jun55; KK107494.

FLASH-A-RAY LABORATORY. ©

You are now the proud possessor of
a Flash-A-Ray lure. Illuminated
fishing lure. Sheet. Appl. au-
thor: Raymond K. Stout.
© 28Jan55; KK103834.

FLEX-LET CORP. ©

Now, Flex-Let brings you the soundest
selling idea in watch-band history.
(In Jeweler's circular-keystone,
Feb. 1955, p.112A-112D) © 3Feb55;
KK103871.
Selling guide for the watch repair
department. Folder. © 28Jan55;
KK103870.

FLEXO PRODUCTS, INC. ©

Sensational, new Flex-A-Prene,
paint mask. Keeps out harmful
overspray. Label. Appl. au-
thors: John D. Hill & others.
© 23Nov54; KK103075.

FLEX-O-GLASS, INC. d.b.a. WARP BROS.
SEE Warp Bros.

FLOOD CO. ©

Penetrol, clear air drying oil.
Stops rust. Cleans & protects
chrome. 2 oz. Label. Appl.
author: Earl Freeman Flood.
© 15Dec54; KK104898.
Penetrol, clear air drying oil.
Stops rust. Preserves wood.
2 oz. Label. Appl. author:
Earl Freeman Flood. © 15Dec54;
KK104899.
Penetrol, clear air drying oil.
Stops rust. Reduces paint peel-
ing. 2 oz. Label. Appl. au-
thor: Earl Freeman Flood.
© 15Dec54; KK104897.

FLORIDA CHEMICAL RESEARCH, INC. ©

Clear Sky farm, dated eggs. Label.
Appl. author: Guy Paschal.
© 10Feb55; KK106808.

FLORIDA FASHIONS, INC. ©

You can't miss when you give
Treasure Trio: pajamas, duster,
robe. Women's clothing. (In
Esquire) Appl. author: Jack
Danowitz. © 15Dec53; KK105493.

FLOWERS BY NANCY, INC. ©

Wood fibre roses. Folder. Appl.
author: James A. Huff. © 31Dec54;
KK103044.

FLUENS.

The exclusive and renowned Order of
the Cold Bed Pan certificate.
Label. © Tillman S. McDonald
d.b.a. Fluens; 25Jun55; KK108199.

FLUIDLESS CONTACT LENSES, INC. ©

Associated Press, United Press ...
have written ... Genuine Air-
flo Micro-Lens, fluidless con-
tact lenses are the most discussed
tiny contact lenses in the world.
Sheet. Appl. author: Donald L.
Golden. © 3Apr55; KK105466.

FOLGER (J. A.) & CO. ©

Instant Folger's coffee. Net wt.
4 oz. Label. Appl. author:
Frank Gianninoto. © 27Apr55;
KK108013.

FOOD MATERIALS CORP. ©

Verity brand imitation vanilla con-
centrate. No. 1295-Q. Label.
© 31Mar55; KK107459.

FORD MOTOR CO. ©

Food, fiber, Ford. PR6224. Farm
machinery. 15 p. © 8Jun55;
KK107740.
New, Ford mounted corn harvester ...
Ford farming gets more done, at
lower cost. DXM 6185. Folder.
© 25May55; KK107649.
New, Ford mounted corn harvester ...
What's in a name? AD 6188. Fold-
er. © 25May55; KK107650.
New, Ford mounted corn pickers ...
What's in a name? AD-6189.
Folder. © 25May55; KK107651.
Tailored traction with Ford's ex-
clusive vari-weight system. Ford
tractors. AD-6143. Folder.
© 6May55; KK106957.

FORE PRODUCTS CO.

Ease, automobile polish and cleaner,
contains Silicone ... 1 pint does
2 cars. Label. © Robert D.
Fall d.b.a. Fore Products Co.;
2Feb55; KK103828.

FOREMOST DAIRIES, INC. ©

After the ball is over, Foremost
buttermilk. (In The Fort Worth
star-telegram, Dec. 27, 1954,
p.8, section 1) Appl. author:
Albert Evans, Jr. © 27Dec54;
KK102841.

Foremost Dairies announce the
world's first fresh tasting
evaporated milk. (In Good
housekeeping, June 1955, p.173)
Appl. author: Joseph J. Weiner.
© 20May55; KK107032.

Foremost, fresh tasting, evaporated
milk. Net wt. 387 gms. or 13 2/3
ozs. Label. © 15Mar55; KK106705.

Most flavorful way yet to be extra
sure of extra vitamins every day.
Foremost multi-vitamin milk. (In
The Houston post, Nov. 23, 1954,
p.8, section 1) Appl. author:
Albert Evans, Jr. © 23Nov54;
KK102842.

New ice cream excitement for holly-
day tables, just light and serve.
Foremost Snowballs. (In The
Houston chronicle, Dec. 13, 1954,
section B, p.5) Appl. author:
Albert Evans, Jr. © 13Dec54;
KK102907.

FOREST LAWN MEMORIAL-PARK ASSN., INC. ©

Flowers for Memorial Day ... Forest
Lawn flower shop. Folder. Appl.
author: Elgin Davis. © 16May55;
KK107501.

It's a great comfort to know
Forest Lawn undertaking costs
no more, low as \$70. (In Los
Angeles evening herald express,
Jan. 10, 1955, p.A-7)
© 10Jan55; KK104996.

It's a great comfort to know,
Forest Lawn undertaking does
everything. (In Los Angeles
times, Dec. 7, 1954, pt.1,
p.26) © 7Dec54; KK104997.

The Living Book. Films. Folder.
Appl. author: C. Henry Richards.
© 27Apr55; KK107504.

Messengers of loving memory. Flowers
at Easter. Forest Lawn flower
shop. Folder. Appl. author: Cen-
tury Lithograph. © 28Mar55;
KK107503.

Mother's Day. (Flowers for Mother's
Day) Forest Lawn flower shop.
Folder. Appl. author: Hurde
Moon. © 19Apr55; KK107502.

No one wants to be forgotten. Me-
morials. (In Memorial inscrip-
tions & epitaphs, v.1, no.1, p.1)
© 4Jan55 (in notice: 1954);
KK103940.

Their memories will be forever en-
shrined. Memorial tablets. (In
Memorial inscriptions & epitaphs,
v.1, no.1, p.3) © 4Jan55 (in
notice: 1954); KK103941.

We are at your service; the flower
shop at Forest Lawn. Folder.
© 10Dec54; KK103942.

FORSBERG (H.) CO. ©

Improve automotive painting oper-
ations with no. 300 primer, X-I-M
Flash Bond. 1 quart U. S. stand-
ard measure. Label. Appl. au-
thor: Harry Forsberg. © 1Mar55;
KK106654.

FORSTER, CHARLES.

Respect your dreams. SEE Perry,
Frederick A.

FORSTMANN WOOLEN CO. ©

Look for this label, it identifies
the finest woollens in the world.
[Woman in aqua suit-dress] (In
Life, Mar. 29, 1954, p.2 of
cover) Appl. author: Monroe F.
Dreher, Inc. © 29Mar54;
KK105263.

Look for this label, it identifies
the finest woollens in the world.
[Woman in beige & white coat-
dress] (In Life, Feb. 7, 1955,
p.2 of cover) Appl. author:
Monroe F. Dreher, Inc. © 4Feb55;
KK105269.

Look for this label, it identifies
the finest woollens in the world.
[Woman in beige skirt & coat
with deep brown blouse and
gloves] (In Life, Oct. 11, 1954,
p.2 of cover) Appl. author:
Monroe F. Dreher, Inc. © 8Oct54;
KK105265.

Look for this label, it identifies
the finest woollens in the world.
[Woman in beige two-piece dress
with matching cummerbund &
topper] (In Life, Mar. 28, 1955,
p.2 of cover) Appl. author:
Monroe F. Dreher, Inc. © 25Mar55;
KK105271.

Look for this label, it identifies
the finest woollens in the world.
[Woman in blue suit with wide
white collar] (In Life, Feb. 28,
1955, p.2 of cover) Appl. au-
thor: Monroe F. Dreher, Inc.
© 25Feb55; KK105270.

Look for this label, it identifies the finest woollens in the world. [Woman in maroon suit with matching hat & topper] (In Life, Sept. 6, 1954, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 3Sep54; KK105264.

Look for this label, it identifies the finest woollens in the world. [Woman in melon dress with black belt & melon with black mixture topper] (In Life, Nov. 1, 1954, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 29Oct54; KK105266.

Look for this label, it identifies the finest woollens in the world. [Woman in melon suit with matching coat] (In Life, Dec. 27, 1954, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 24Dec54; KK105268.

Look for this label, it identifies the finest woollens in the world. [Woman in purple coat trimmed with white fur collar] (In Life, Nov. 22, 1954, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 19Nov54; KK105267.

FOUGERA (E.) & CO., INC. ©

Clinical acclaim for Pronac in acne. Pharmaceutical. Mail folder. © 4Apr55; KK107726.

Here is your seventh cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., Division of E. Fougera & Co., Inc.; 7Jan55 (in notice: 1954); KK103789.

Here is your eighth cardiology desk-aid; the pulse as a diagnostic aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co., Inc.; 28Mar55; KK105476.

Here is your ninth cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co., Inc.; 9May55; KK107727.

Here is your tenth cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co., Inc.; 13Jun55; KK107728.

Laudolissin, a new synthetic muscle relaxant. Pharmaceutical. Pamphlet. © 14Mar55; KK105474.

New in acne because this unique polysulfide is really fresh. Pronac powder. Pharmaceutical. Mail folder. © 29Mar55; KK105477.

New in acne demonstrably superior ... Pronac powder. Pharmaceutical. Mail folder. © 28Feb55; KK105475.

New muscle relaxant for longer surgery. Laudolissin Methyl-sulfate. Pharmaceutical. Mail folder. © 16May55; KK107729.

FRAM CORP. ©

All over America, it's 2 to 1 for Fram oil filters and cartridges. Folder. Appl. author: Lester F. Barnes. © 15Dec54; KK106940.

Announcing surprises and prizes in the 1955 Fram Christmas Club for jobber salesmen. Fram filters. Folder. Appl. author: Lester F. Barnes. © 10Jan55; KK106936.

Cash in on Fram's great Clean Oil Month promotion. Fram filters. Sheet. Appl. author: Lester F. Barnes. © 28Feb55; KK106937.

Clean Oil Month. Fram filters. Streamer. Appl. author: Lester F. Barnes. © 28Feb55; KK106942.

Condensed catalog for wholesaler salesmen, 1955 ... Fram filters. 15 p. Appl. author: E. F. Morgan. © 4Jan55; KK106932.

Filter facts. Automotive oil filters. 39 p. Appl. author: Lester F. Barnes. © 5Feb52; KK104886.

Fram cartridge checker 1955. Complete coverage for all farm equipment. Filter cartridges. Hanger. Appl. author: E. F. Morgan. © 10Jan55; KK107022.

Fram 1955 franchise dealer registration. (1955 franchise contract) Filters. Card. Appl. author: Lester F. Barnes. © 5Jan55; KK106935.

Fram oil, air, fuel, water filters. 1955 dealer catalog & cartridge checker. Hanger. Appl. author: Lester F. Barnes. © 5Jan55; KK107021.

Fram oil filter replacement cartridge identification chart. Sheet. Appl. author: E. F. Morgan. © 7Apr55; KK107020.

Get ready, Fram fanoms are coming your way. Fram filter service. Flyer. Appl. author: Lester F. Barnes. © 15Dec54; KK106939.

Get your Fram box top here for free 68 page Vacationland America book. Filter cartridges. Display card. Appl. author: Lester F. Barnes. © 15Dec54; KK107019.

He may be your next customer. (Fantom car mailing piece) Fram filters. Appl. author: Lester F. Barnes. © 15Dec54; KK106934.

How's your oil filter? Genuine Fram. Let us install a new Fram now. Sticker. Appl. author: Lester F. Barnes. © 23Nov54; KK107018.

Instructions for assembling and mounting Fram oil change and filter service tool rack. Sheet. Appl. author: Lester F. Barnes. © 26Jan55; KK106938.

It's 2 to 1, you'll sell more Fram in 55. 15 p. Filters. Appl. author: Lester F. Barnes. © 4Jan55; KK106933.

Motorists prefer Fram more than 2 to 1. Filter cartridges. Sticker. Appl. author: Lester F. Barnes. © 23Nov54; KK107017.

1955 catalog ... Fram oil, air, fuel, water filters. 47 p. Appl. author: E. F. Morgan. © 4Jan55; KK106943.

1955 Fram wholesaler salesman's pocket secretary. Fram ... filters. Appl. author: Lester F. Barnes. © 15Dec54; KK106931.

Prove to yourself, your customers prefer Fram more than 2 to 1. Fram filters. Score card. Appl. author: Lester F. Barnes. © 15Dec54; KK106941.

Suspect everyone? Catch the Fram fantom. Fram filters. Poster. Appl. author: Lester F. Barnes. © 15Dec54; KK106944.

FRANK BROS. ©

Anything less than a spike. Shoes. (In The New York times, Nov. 14, 1954, p.72) Appl. author: The Rockmore Co. © 14Nov54; KK103270.

FREER, ROBERT R. ©

Koffstops. Cough drops. Decalcomania. © 25May55; KK107831.

FRENCH STEAK CO. ©

For a taste-treat, be sure and try ... French brand minute steaks.

Label. Appl. author: Irving Epstein. © 14Jan55; KK104640.

FRIDEN CALCULATING MACHINE CO., INC. ©

At institutions which serve the public ... the Friden can give you complete cost control. (In Time, May 23, 1955, p.93) Appl. author: J. Walter Thompson Co. © 19May55; KK107191.

At the heart of transportation systems, the Friden can speed out figure answers you need ... (In Time, June 20, 1955, p.97) Appl. author: J. Walter Thompson Co. © 16Jun55; KK107885.

The Friden can take work out of your figure-work ... Along the main streets of thriving towns. (In Time, Feb. 21, 1955, p.73) Appl. author: J. Walter Thompson Co. © 17Feb55; KK104296.

In today's expanding suburban communities, if you operate a supermarket ... the Friden shows how you can make your best profit. (In Time, Mar. 21, 1955, p.61) Appl. author: J. Walter Thompson Co. © 17Mar55; KK105010.

On floor after floor of tall office buildings. Friden automatic calculator. (In Time, Apr. 18, 1955, p.111) Appl. author: J. Walter Thompson Co. © 14Apr55; KK105903.

The thinking machine of American business. (In Time, Jan. 10, 1955, p.70-71) Appl. author: J. Walter Thompson Co. © 6Jan55; KK103288.

FRIEDMAN, WILLIAM d.b.a. UNITED PRINT SHOP. SEE United Print Shop.

FRITO CO. ©

No other snack like Fritos. Tan-talize yourself and see. Corn chips. Sheet. Appl. author: Mary Livingston. © 23Dec54; KK104294.

FRO-DEL ICE CREAM CO. ©

Gateway quality ice cream. One-half gallon liquid. Label. © 1Sep54; KK103319.

FROMM & SICHEL, INC. ©

Dry Brandini. Christian Brothers brandy. Card. © 1May55; KK108007.

FUCHS, HARRY. ©

Excitingly new sew-it-yourself Fashion-Right millinery. Sheet. © 10May55; KK107670.

G

G. H. P. CIGAR CO. ©

Brother, you never had it so mild. Corona. El Producto, the purest way tobacco can be smoked. (In The New York times, May 11, 1955, p.41) Appl. author: William H. Weintraub & Co., Inc. © 11May55; KK106789.

GABRIEL (SAMUEL) SONS & CO. ©

Be a Wall Street millionaire. Play Stock Market, the fascinating game of high finance. T450. Label. Appl. author: Julie Cooper. © 28Feb55; KK104820.

GAGE PRINTING CO., LTD. ©

Kids, make your own Toy Tug. Lakeland cultured buttermilk. One quart liquid. Label. © 9Apr55; KK106442.

GALLAND-HENNING MANUFACTURING CO. ©

Nopak low pressure cylinders. Catalog no.101. 15 p. Appl. author: Herman Nunnemacher. © 14Mar55; KK104937.

- GALLAND-HENNING MANUFACTURING CO. ©
Cont'd.
Nopak operating valves ... for
precision control of fluid power.
Catalog no.102. 19 p. Appl.
author: Herman Nunnemacher.
© 14Mar55; KK104936.
- GARFIELD, OLIVER & EDMUND C. BERKELEY
forming the partnership GENIAC
PROJECT. SEE Geniac Project.
- GARIS, HOWARD R. ©
Uncle Wiggily puzzle. 4508-3.
Label. Appl. author: Milton
Bradley Co. © 23Feb55;
KK104432.
- GARMAN CO., INC. ©
Bric-Kleen cleans lime mortar from
masonry work and conditions con-
crete surfaces for paint. 12 oz.
net. Glass 52 soaps and deter-
gents. Label. © 11Oct54;
KK104001.
- GARWICK, FLOYD & HARRY A. SCHNEITROW
d.b.a. GINGER BEER CO. SEE Ginger
Beer Co.
- GATES ACCEPTANCE CORP. ©
G. A. C. quick calculator chart.
Rubber goods. Card. Appl.
author: John Guernsey Alexander.
© 14Mar55; KK105292.
- GATES & SONS, INC. ©
Announcing, the new Gates strap tie.
Construction materials. Folder.
Appl. author: H. Gordon Gates.
© 16Aug54; KK103957.
Gates footing forms. Construction
materials. Folder. Appl. au-
thor: H. Gordon Gates. © 16Aug54;
KK103956.
- GATES RUBBER CO. ©
Pocket fan belt finder. Radiator
hose. Card. Appl. author:
George Ellsworth Morton.
© 13May55; KK107024.
Serve yourself, save up to
33 1/3 %. Tire merchandiser
chart. Sheet. Appl. author:
Ralph M. Heckman. © 7Mar55;
KK105136.
- GATEWOOD, BOYCE ALBERT, sole owner
BAGSCO. SEE Bagsco.
- GAY PRODUCTS, INC. ©
Gay aluminum furniture. Folder.
Appl. author: Roy A. Workman, Jr.
© 12Feb55; KK104171.
Xtenzo, America's finest multiple
seating chairs. Sheet. Appl.
author: Roy Arthur Workman, Jr.
© 26Jan55; KK103694.
- GAYLORD PRODUCTS, INC. ©
Gayla Lanolin Mist beautifies and
conditions hair and scalp. Hair
net spray. 4 oz. net wt. Label.
© 4Feb55 (in notice: 1954);
KK104425.
Gayla Mist spray hair net. Full
5 ounces av. Label. © 4Feb55
(in notice: 1954); KK104424.
Gayla no lacquer Mist super-soft
spray hair net. Full 5 ounces
av. Label. © 4Feb55 (in
notice: 1954); KK104423.
Invisible, with elastic, Modern
Miss, nylon hair net. No.590.
Regular size. Label. © 15Mar55;
KK107916.
Listen and be lovelier; get the
beauty secrets of the famous
Powers models. Gayla Hold-Bob
bobby pin. (In Charm, Oct, 1954,
p.148) © 10Oct54; KK103853.
- GEDEN, PAUL J.
Home Pix productions. Home movies.
Label. © Paul J. Geden & Edward
J. Smith; 25Feb55; KK104834.
- GEM TOYS. ©
Introducing the sensational, new,
Whippit top. Sheet. Appl.
author: M. Keith Molsberry.
© 23Mar55; KK106800.
- GENERAL BAKING CO. ©
Keeps better, tastes better, m-m-m,
it is better. New Bond enriched
bread. Net wt. 1 lb. Label.
© 11Apr55; KK106479.
Starlet, special formula, diet
bread. Net wt. 1 lb. Label.
© 14Feb55; KK105396.
- GENERAL ELECTRIC CO. ©
Flora shows you why G-E lamp-matched
ballasts give you up to 50 % more
lamp life, 30 % more light.
Sheet. © 3May55; KK107242.
Flora shows you why General Electric
sound-rated ballasts help you save
lighting dollars. Ad (401-8)
Sheet. © 24Jan55; KK104014.
Flora shows you why superior
quality control of G-E ballasts
helps you save lighting dollars.
Sheet. © 25Feb55; KK107241.
G-E ballast service center plan.
GEA-6228. Folder. © 26Apr55;
KK106582.
GE fluorescent ballasts, 6 ways
better ... Miss Flora Ballast.
GEL-1204. Display card.
© 25Mar55; KK105646.
G-E mild steel electrodes including
low alloy and low hydrogen. Arc
welding products. GEL-1237.
Poster. © 24Mar55; KK106687.
Gentlemen: We are now an authorized
General Electric fluorescent bal-
last service center ... GED-2195.
Card. © 15Mar55; KK106389.
How can you keep cool? G-E
ballasts. GED2557. Mail folder.
© 13May55; KK107315.
Q. What should be seen, but not
heard? General Electric fluo-
rescent ballasts. GED-2419.
Mail folder. © 23Mar55;
KK106390.
Q. What's better than being good?
General Electric fluorescent
ballasts. GED-2519. Mail folder.
© 23Mar55; KK106391.
You save 6 ways ... Flora shows you
six ways General Electric ballasts
help you save lighting dollars.
GED-2418. Folder. © 10Feb55;
KK104563.
- GENERAL FIREPROOFING CO. ©
Eating time is relaxing time with
Goodform aluminum chairs. (In
Institutions, Oct. 1954, p.159)
© 50Oct54; KK103416.
Employees' comfort is Employers
Mutuals' policy. Aluminum lounge
furniture. (In Institutions, May
1955, p.142) © 2May55; KK107711.
GF-equipped cafeteria wins another
first. Ebony-anodized Goodform
aluminum chairs help Putsch's
take honors ... (In Institutions,
Mar. 1955, p.231) © 1Mar55;
KK107714.
Generalaire, a line of 45 beautiful
new metal desks. (In Time,
Jan. 17, 1955, p.75) © 17Jan55
(in notice: 1954); KK105347.
Generalaire. Below are some fea-
tures you get in our new Gen-
eralaire. Alfred J. Ball.
Metal office desks. (In Time,
Oct. 25, 1954, p.35)
© 25Oct54; KK103413.
Generalaire in your choice of dec-
orator colors. Metal desks. (In
Time, Mar. 14, 1955, p.107)
© 14Mar55; KK107715.
- Goodform comfort clicks with East-
man Kodak employees. Aluminum
chairs. (In Institutions, June
1955, p.54) © 1Jun55; KK107713.
Goodform comfort goes with good
coffee here. Aluminum institu-
tional chairs. (In Institutions,
Apr. 1955, p.108) © 4Apr55;
KK107712.
Goodform comfort is on the menu at
Buffalo's Park Lane apartments.
Metal chairs. (In Institutions,
Nov. 1954, p.91) © 2Nov54;
KK103417.
Goodform helps them relax at the
Greenbrier, America's informal
business capitol. Metal chairs.
(In Institutions, Jan. 1955,
p.54) © 3Jan55; KK105346.
Introducing Generalaire, the newest
creation of the world's foremost
manufacturer of metal business
furniture. Desks. Folder.
© 15Nov54; KK103414.
Introducing the new Draft-a-Matic.
The drafting desk with built-in
efficiency, by GF. Folder.
© 2May55; KK107962.
Magne-Dex for instant visibility of
vertically filed cards in all types
of GF equipment. File trays and
drawers. Pamphlet. © 2May55;
KK107963.
Super-File costs less per filing
inch. Metal file cabinets. (In
Time, May 9, 1955, p.107)
© 9May55; KK107710.
Tru-val, a quality file in the
medium price bracket. Sheet.
© 2May55; KK107961.
Washington's Mayflower elects Good-
form on a platform of beauty and
comfort. Metal chairs. (In In-
stitutions, Dec. 1954, p.65)
© 1Dec54; KK103415.
- GENERAL FOODS CORP. ©
All the flavor, all the goodness of
tree-ripened oranges. Birds Eye
concentrated orange juice. Fro-
zen foods. (In Kansas City star,
Kansas City, Mo., Apr. 21, 1955)
Appl. author: Young & Rubicam,
Inc. © 21Apr55; KK108162.
Birds Eye Bermuda sweepstakes
offers big sales opportunity.
Frozen foods. (In Quick frozen
foods, Feb. 1955, p.7) Appl.
author: Young & Rubicam, Inc.
© 25Jan55; KK105597.
Birds Eye celebrates silver an-
niversary. Frozen foods. (In
Chain store age, May 1954, p.99)
Appl. author: Young & Rubicam,
Inc. © 30Apr54; KK104246.
The Birds Eye circus of values ...
Frozen foods. (In Ringling Bros.
& Barnum & Bailey Circus magazine
& program, Mar. 29, 1955, p.18-
19) Appl. author: Young & Ru-
bicam, Inc. © 29May55; KK107566.
Birds Eye concentrated orange juice.
Better buy Birds Eye ... Frozen
foods. (In Kansas City star,
Kansas City, Mo., Apr. 21, 1955)
Appl. author: Young & Rubicam,
Inc. © 21Apr55; KK108160.
Birds Eye offers your customers
original Rogers silverplate at
savings of up to 50 %.
Frozen foods. (In Chain store
age, July 1954, p.80) Appl.
author: Young & Rubicam, Inc.
© 30Jun54; KK104247.
Birds Eye-Philco Easy-Living con-
test promotes quantity purchases.
Frozen foods. (In Quick frozen
foods, Sept. 1954, p.13) Appl.
author: Young & Rubicam, Inc.
© 10Sep54; KK104249.

Couldn't taste better, if it grew this way. Birds Eye concentrated orange juice. Frozen foods. (In Kansas City times, Kansas City, Mo., Apr. 21, 1955) Appl. author: Young & Rubicam, Inc. © 21Apr55; KK108163.

Dear Mother. Why not let Birds Eye do the fixing ... Frozen foods. (In Life, Dec. 6, 1954, p.50-51) Appl. author: Young & Rubicam, Inc. © 2Dec54; KK104248.

Everyone's nuts about Jell-O. Squirrel. Poster. Appl. author: Young & Rubicam, Inc. © 1Nov54; KK105143.

Fish delish. New Birds Eye fish bites. Frozen foods. (In Scranton times, Scranton, Pa., May 26, 1955, p.22) Appl. author: Young & Rubicam, Inc. © 26May55; KK108157.

For colorful holiday treats ... Jell-O. Elk. Poster. Appl. author: Young & Rubicam, Inc. © 1Dec54; KK105144.

Greetings from Birds Eye to all our good friends of the Cooperative Food Distributors of America. Frozen foods. (In The Cooperative merchandiser, Feb. 1955, p.4) Appl. author: Young & Rubicam, Inc. © 1Feb55; KK105599.

Here they are, and there they go. New, Birds Eye fish bites. Frozen foods. (In Syracuse herald journal, Syracuse, N. Y., May 19, 1955, p.46) Appl. author: Young & Rubicam, Inc. © 19May55; KK108158.

Honey tastes good on pudding. Jell-O pudding and pie filling. (In Life, Oct. 18, 1954, p.55) Appl. author: Young & Rubicam, Inc. © 14Oct54; KK103166.

My goodness, you can eat Jell-O puddings hot. (In True story, Dec. 1954, p.65) Appl. author: Young & Rubicam, Inc. © 10Nov54; KK107568.

Now at your grocer's, Birds Eye circus of values. Frozen foods. (In Worcester daily telegram, Worcester, Mass., Apr. 21, 1955, p.33) Appl. author: Young & Rubicam, Inc. © 21Apr55; KK108159.

Now, get twelve Jell-O animal pictures for 3 Jell-O package fronts and 25¢. (In Life, Oct. 25, 1954, p.51) Appl. author: Young & Rubicam, Inc. © 21Oct54; KK103169.

Now, perfect pies in half the time with Jell-O puddings and pie fillings. (In Successful farming, Mar. 1955, p.71-72) Appl. author: Young & Rubicam, Inc. © 15Feb55; KK107570.

100 free Bermuda vacations. Enter the Birds Eye brand frosted foods Bermuda sweepstakes. (In Knickerbocker news, Albany, Feb. 17, 1955, p.14-A) Appl. author: Young & Rubicam, Inc. © 17Feb55; KK107565.

100 free trips to beautiful Bermuda for winners in the Birds Eye Bermuda sweepstakes. Frozen foods. (In Life, Feb. 14, 1955, p.101) Appl. author: Young & Rubicam, Inc. © 11Feb55; KK105598.

Perfect butterscotch pies in half the time. Jell-O pudding and pie filling. (In Successful farming, Feb. 1955, p.79) Appl. author: Young & Rubicam, Inc. © 17Jan55; KK108165.

Perfect lemon pies in half the time. Jell-O pudding and pie filling. (In Life, Nov. 1, 1954, p.99) Appl. author: Young & Rubicam, Inc. © 28Oct54; KK107569.

Quick-frozen with the taste of the sun still in it. Birds Eye concentrated orange juice. (In Kansas City star, Kansas City, Mo., Apr. 21, 1955) Appl. author: Young & Rubicam, Inc. © 21Apr55; KK108161.

Six delicious flavors. Everyone's roaring for Jell-O tonight. Lion. Poster. Appl. author: Young & Rubicam, Inc. © 1Feb55; KK106121.

Soon at your grocer's, Birds Eye circus of values. Frozen foods. (In Sunday news, New York, Apr. 24, 1955, p.11) Appl. author: Young & Rubicam, Inc. © 24Apr55; KK107567.

Special try 'em sale. Birds Eye fish sticks. Net wt. 10 oz. (In Food trade news, Aug. 18, 1954, p.5) Appl. author: Young & Rubicam, Inc. © 18Aug54; KK103167.

There's something special about Birds Eye. Frozen foods. (In Quick frozen foods, Dec. 1954, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 24Dec54; KK104250.

When I'm eating Jell-O, I wish I were a giraffe. Card. Appl. author: Young & Rubicam, Inc. © 1Nov54; KK105142.

When I'm eating Jell-O, I wish I were a gnu ... (In Life, Apr. 25, 1955, p.132) Appl. author: Young & Rubicam, Inc. © 21Apr55; KK108164.

When I'm eating Jell-O, I wish I were a mountain goat. (In Look, Jan. 11, 1955, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 28Dec54; KK105594.

When I'm eating Jell-O, I wish I were a reindeer ... (In Collier's, Dec. 24, 1954, p.13) Appl. author: Young & Rubicam, Inc. © 10Dec54; KK104251.

When I'm eating Jell-O, I wish I were a squirrel. Card. Appl. author: Young & Rubicam, Inc. © 1Nov54; KK105141.

When I'm eating Jell-O, I wish I were a squirrel ... (In Look, Nov. 30, 1954) Appl. author: Young & Rubicam, Inc. © 16Nov54; KK104252.

When I'm eating Jell-O, I wish I were a wildcat ... (In Life, Jan. 10, 1955, p.49) Appl. author: Young & Rubicam, Inc. © 7Jan55; KK105595.

When I'm eating Jell-O, I wish I were a yak. (In Collier's, Feb. 4, 1955, p.15) Appl. author: Young & Rubicam, Inc. © 20Jan55; KK105593.

When I'm eating Jell-O, I wish I were a zebra ... (In Look, Feb. 8, 1955, p.10) Appl. author: Young & Rubicam, Inc. © 25Jan55; KK105596.

When I'm eating Jell-O, I wish I were an octopus ... (In Life, Mar. 8, 1954) Appl. author: Young & Rubicam, Inc. © 4Mar54; KK104261.

GENERAL MILLS, INC. ©

Betty Crocker angel food cake mix. 1 lb. 1 oz. net wt. Series no. 6A. Label. © 30Mar55; KK106929.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for cookies ... Net wt. 2 1/2 lbs. Series no. 63L. Label. © 30Mar55; KK106928.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for dumplings and 11 other bakings. Net wt. 2 1/2 lbs. Series no. 63-F. Label. © 30Mar55; KK106923.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for meat pie ... Net wt. 2 1/2 lbs. Series no. 63-H. Label. © 30Mar55; KK106925.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for muffins ... Net wt. 2 1/2 lbs. Series no. 63K. Label. © 30Mar55; KK106927.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for nut bread ... Net wt. 2 1/2 lbs. Series no. 63-G. Label. © 30Mar55; KK106924.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for pancakes ... Net wt. 2 1/2 lbs. (40 oz.) Series no. 60C. Label. © 2Dec54; KK103458.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for shortcake ... Net wt. 2 1/2 lbs. (40 oz.) Series no. 60A. Label. © 2Dec54; KK103457.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for velvet crumb cake ... Net wt. 2 1/2 lbs. Series no. 63-J. Label. © 30Mar55; KK106926.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for velvet fudge cake and 11 other bakings. Net wt. 2 1/2 lbs. Series no. 63-E. Label. © 30Mar55; KK106922.

Betty Crocker, new improved, Bisquick, the 12-in-1 mix for waffles ... Net wt. 2 1/2 lbs. (40 oz.) Series no. 60B. Label. © 2Dec54; KK103456.

Betty Crocker pick-a-pack trays. Contains 10 fresh-sealed packs of cereal. Net wt. 10 oz. Series no. 26. Label. © 5Jan55; KK103976.

Betty Crocker, Softasilk cake flour. Net wt. 2 lbs. Series no. 52. Label. © 29Mar55; KK106930.

Cheerios, cellophane package. Series 1. Net wt. 1 oz. Cereal. Label. © 15Oct54; KK102904.

General Mills' new Institutional Products Division announces a new complete and distinctive line of products ... Foods. Pamphlet. © 3Nov54; KK103418.

Kix, cellophane package. Series 1. Net wt. 1 oz. Cereal. Label. © 15Oct54; KK102903.

Wheaties, cellophane package. Series 1. Net wt. 1 oz. Cereal. Label. © 15Oct54; KK102902.

GENERAL MOTORS CORP.

Now, a coil built for sub-zero weather. New Delco-Remy model 1115400 ignition coil ... (In National petroleum news, Jan. 1955, p.112-113) Appl. author: Arthur Henderson. © Delco-Remy Division, General Motors Corp.; 28Dec54; KK103570.

Now, on all General Motors cars for 1955, Delco-Remy Thunderbolt-12 electrical systems. (In The Saturday evening post, Jan. 22, 1955, p.50-51) Appl. author: Arthur Henderson. © Delco-Remy Division, General Motors Corp.; 19Jan55; KK103933.

GENIAC PROJECT.

Announcing the smallest, almost-automatic computer: Geniac, electric brain construction kit no.1. Label. Appl. author: Oliver Garfield. © Geniac Project, a partnership consisting of Oliver Garfield & Edmund C. Berkeley; 28Apr55; KK106898.

GENIE SALES CO. ©

Genie, electric garage door operator. Folder. Appl. author: Christopher Franklyn Rollins. © 4Jan54; KK104152.

GEREN, MYRON d.b.a. GEREN ADVERTISING. SEE Geren Advertising.

GEREN ADVERTISING.

For children of all ages, from little tots to big shots; Downtown Hammond has everything. Shoes, dresses, coats, etc. (In The Hammond times, Oct. 7, 1954, p.A-9) © Myron Geren d.b.a. Geren Advertising; 7Oct54; KK103959.

GEUDER, PAESCHKE & FREY CO. ©

Cream City, ironing table pad and cover set. Label. Appl. author: Robert C. Gehlhaart. © 28Oct54; KK103101.

GIBSON, THOMAS FLOYD & WILLIAM CARL MCCLURE d.b.a. GIBSON-MCCLURE CO. SEE Gibson-McClure Co.

GIBSON-MCCLURE CO.

Gimac, organic product, septic tank activator. Net weight 1 lb. Label. © William Carl McClure & Thomas Floyd Gibson d.b.a. Gibson-McClure Co.; 30Jul54; KK106743.

GIFT COUNCIL, INC. ©

A dynamic new merchandising plan to give your product year 'round gift appeal. Pamphlet. Appl. author: George N. Kahn Co., Inc. © 14Jan55; KK103499.

GILLETTE CO. ©

Cavalcade of Sports. Al Rosen. Gillette super-speed one-piece razor ... (In The Detroit free press, Dec. 5, 1954, comic section) Appl. author: Maxon, Inc. © 5Dec54; KK103509.

Cavalcade of Sports. Harvey Kuenn. Gillette super-speed one-piece razor ... (In The Detroit free press, Feb. 6, 1955, comic section) Appl. author: Maxon, Inc. © 6Feb55; KK105287.

Cavalcade of Sports. Leo Durocher. Gillette super-speed one-piece razor ... (In The Detroit news, Jan. 9, 1955, comic section) Appl. author: Maxon, Inc. © 9Jan55; KK103510.

Cavalcade of Sports. Lou Boudreau. Gillette super-speed one-piece razor ... (In The Detroit news, Mar. 6, 1955, comic section) Appl. author: Maxon, Inc. © 6Mar55; KK105288.

Just made for the new hair styles. Prom, self neutralizing, home permanent. (In Life, Mar. 28, 1955, p.16-17) © Gillette Co., Toni Co. Division; 28Mar55; KK105830.

Pamper, golden liquid shampoo ... by Toni. 3 1/2 fl. oz. Label. © Gillette Co., Toni Co. Division; 23Feb55; KK105828.

She's got Viv; you can have it, too. New Viv lipstick, by Toni. cGirl wearing green glasses; (In McCall's, Mar. 1955, p.25) © Gillette Co., Toni Co. Division; 22Feb55; KK105829.

She's got Viv; you can have it, too. New Viv lipstick, by Toni. [Girl wearing purple glasses] V-699-25. 1 doz. display assortment 8931. Card. © Gillette Co., Toni Co. Division; 30Mar55; KK105831.

White Rain. New, improved lotion shampoo, by Toni. 3 1/2 fl. oz. Label. © Gillette Co., Toni Co. Division; 1Feb55; KK104442.

GILLMORE SALES CO. ©

A complete kit of 4 fascinating, educational live action birds. The Blue Birds of Happiness family. Puzzle forming action toy birds. Folder. Appl. author: Carlo Giannetti. © 7May55; KK106532.

GILLUM, CURTIS M. ©

Glowax. Standard of the wax world. Auto wax. Contents: 7 3/4 oz. Label. © 20Nov54; KK102909.

GINGER BEER CO.

Tavern ready mix orange. Contents: 32 fl. oz. Label. © Floyd Garwick & Harry A. Schneirow d.b.a. Ginger Beer Co., a co-partnership; 8Jul54; KK104337.

GITS MOLDING CORP. ©

Gitware, Hi-Kool therma-glasses. Sweatproof ... unbreakable, made of Styron 475. No. T1246. Contents 6. Label. Appl. author: Lloyd Wilbur Byrnes. © 28Feb55; KK104829.

Gitware presents the amazing Therma-Glass. 2-piece plastic tumblers. Folder. Appl. author: Lloyd Wilbur Byrnes. © 18May55; KK107692.

Gitware presents: Therma-Glass, the glass within a glass; Gitware new snack-jar, made of Styron 475 plastic. Folder. Appl. author: Lloyd Wilbur Byrnes. © 18Mar55; KK105081.

Gitware town & country Therma-Glasses. 4. 2-piece plastic tumblers. Label. Appl. author: Lloyd Wilbur Byrnes. © 17May55; KK107498.

New, Gitware, Hi-Kool, therma-glass. The glass within a glass. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 14Jan55 (in notice: 1954); KK103653.

New Gitware therma-glass, the glass within a glass ... Sweatproof ... unbreakable, made of Styron 475. Display card. Appl. author: Lloyd Wilbur Byrnes. © 18Apr55; KK106291.

GLASS WOOL CO. ©

The Glass Wool Company also offers Home-Tite, aluminum storm windows. Folder. © 1Mar55; KK105926.

GLATT, HERBERT d.b.a. MAGLA PRODUCTS. SEE Magla Products.

GLIDDEN (OTIS E.) & CO., INC. ©

Compare laxatives. You'll take safe Zymenol, choice of many doctors. (In Ladies' home journal, Mar. 1955, p.163) Appl. author: Paulson-Gerlach & Associates, Inc. © 24Feb55; KK105677.

Put laxative habit behind you, enjoy good health habits with Zymenol. (In Pathfinder, Mar. 1955, p.83) Appl. author: Paulson-Gerlach & Associates, Inc. © 26Feb55; KK105570.

You and your children use less Zymenol laxative as regularity improves. (In Parents' magazine, Feb. 1955, p.107) Appl. author: Paulson-Gerlach & Associates, Inc. © 25Jan55; KK105659.

Zymenol, the safe lubricating laxative containing healthful Brewers yeast. 1 1/2-oz. economy size. Label. Appl. author: Paulson-Gerlach & Associates, Inc. © 15Jan55; KK103280.

GLIDDEN CO. ©

Arlene Francis says: come to the Glidden festival of color, April 27 through May 14 at Glidden Spred dealers everywhere. Spred Satin; Glidden paints. (In Life, May 2, 1955, p.57) Appl. author: Meldrum & Fewsmith, Inc. © 29Apr55; KK107119.

Arlene Francis says: They're ready for you ... Spred Satin, the latex wonder paint. (In Woman's home companion, Apr. 1955, p.28-29) Appl. author: Meldrum & Fewsmith, Inc. © 17Mar55; KK105394.

Be an early bird, do your spring painting now. Spred Satin, the latex wonder paint. (In The Saturday evening post, Jan. 29, 1955, p.111) Appl. author: Meldrum & Fewsmith, Inc. © 25Jan55; KK104170.

Colors like these, that will stay fresh for years, can be yours in a few hours with Spred Satin ... Paint. (In Better homes & gardens, Sept. 1953, p.40) © 1Sep53; KK107070.

Exciting new coconut 'n coffee cake. Virginia Coates. Durkee food products. (In Life, Apr. 4, 1955, p.15) Appl. author: Meldrum & Fewsmith, Inc. © 1Apr55; KK105435.

Handy painting guide. Spred Satin, the latex wonder paint. (In Better homes & gardens, Apr. 1955, p.229-230) Appl. author: Meldrum & Fewsmith, Inc. © 10Mar55; KK105397.

More reasons than ever to use Spred Satin, the latex wonder paint. Arlene Francis. (In The Progressive farmer, Mar. 1955, p.89) Appl. author: Meldrum & Fewsmith, Inc. © 15Feb55; KK105395.

New white one-coat house paint. Glidden Endurance Imperial. (In Progressive farmer, May 1955, p.77) Appl. author: Meldrum & Fewsmith, Inc. © 15Apr55; KK106331.

Now, homogenized for better flavor. New, richer flavor, Durkee's homogenized margarine. (In Life, Feb. 21, 1955, p.63) Appl. author: Meldrum & Fewsmith, Inc. © 18Feb55; KK104323.

Paint your asbestos shingle or stucco home over the week-end. New exterior Spred Glide-On. (In Progressive farmer, Apr. 1955, p.45) Appl. author: Meldrum & Fewsmith, Inc. © 15Mar55; KK106337.

Paint your stucco home over the week-end. New Glidden Spred Glide-On. (In Sunset, Mar. 1955, p.108-109) Appl. author: Meldrum & Fewsmith, Inc. © 25Feb55; KK105464.

Spred Glide-On, new vinyl-latex house paint for stucco, masonry and asbestos shingles, keeps its beauty 7 to 10 years. (In The Saturday evening post, May 21, 1955, p.171) Appl. author: Meldrum & Fewsmith, Inc. © 17May55; KK107120.

You don't need to paint again until you want to change colors. Spred Satin. (In Life, Apr. 18, 1955, p.164-165) Appl. author: Meldrum & Fewsmith, Inc. © 15Apr55; KK106041.

1955

GLOBE BREWING CO. ©
Win \$1,077 cash. What is this thing
called Zing? Arrow beer. Appl.
author: Awl & Golnick Associates,
Inc. © 5Jan55; KK103840.

GOLD CROSS MATTRESS CORP. ©
The original Firm-A-Pedic. Label.
Appl. author: Irving Herbert
Young. © 17May55; KK107983.

GOLDFARB, NATHAN d.b.a. ROYAL TREASURE
COUPON CO. SEE Royal Treasure
Coupon Co.

GOLF METER CO.
Golf Meter, yardage selector and
scorekeeper. Card. © Golf
Meter Co, William T. Rietzke,
sole proprietor; 9Mar55;
KK104744.

GOLZ ENTERPRISES. ©
Economy vapor injector; greater
power and mileage from all
internal combustion engines.
Label. Appl. author: Gerd
Golz. © 10Jan55; KK103120.
The original Handee Dandee doorack
csics Sheet. Appl. author:
Gerd Golz. © 4Mar55; KK104570.

GONG BELL MANUFACTURING CO. ©
Gong Bell toys. Folder. Appl.
author: Richard M. Allen.
© 1Apr55; KK105761.

GOOD FARMER IRRIGATION CO.
Introducing the new Good Farmer
line irrigation equipment.
Pamphlet. © Elliot Shoban d.b.a.
Good Farmer Irrigation Co.;
14Mar55; KK106973.

GOODMAN (A.) & SONS, INC. ©
New, starch reduced, lower in
calories, Goodman's high pro-
tein matzo crackers. Net wt.
10 oz. Label. © 21Dec54;
KK104224.

GOODMAN, L. F. ©
Announcing a new loan plan: con-
fidential personal loans, \$25 to
\$1500. Postal Finance Company.
Sheet. © 28Jun55; KK108150.
Confidential money request. Postal
Finance Company. Loans by mail.
Sheet. © 8Mar55; KK104674.
Now, Postal offers you the new-
fashioned way to borrow. Postal
Finance Company of Minnesota.
Personal loans. Sheet.
© 24Jun55; KK108149.
Special introductory offer. Postal
Finance Company. Personal loans.
Sheet. © 2May55; KK106410.

GOODRICH (B. F.) CO. ©
B. F. Goodrich, first in tubeless,
brings you the power tires for
today's power cars. (In Life,
Apr. 25, 1955, p.1) Appl. au-
thor: Batten, Barton, Durstine &
Osborn, Inc. © 25Apr55; KK106716.

B. F. Goodrich, first in tubeless,
brings you the power tires for
today's power cars. (In Los
Angeles times, Mar. 6, 1955,
pt.1A, p.25) © 6Mar55;
KK104935.

B. F. Goodrich, first in tubeless,
brings you the power tires for
today's power cars. (In The
New York times, Mar. 6, 1955,
p.5S) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 6Mar55; KK104879.

B. F. Goodrich, first in tubeless,
brings you the power tires for
today's power cars. Both ...
are available in black or white
sidewalls and regular cord or
nylon. (In Automotive news
(1955 almanac issue), Apr. 25,
1955, p.47) Appl. author:
Batten, Barton, Durstine &
Osborn, Inc. © 25Apr55; KK106715.

GOPHER GAME CO.
The game of Goof't. Label.
© Harold C. Manley d.b.a. Gopher
Game Co.; 17Jun55; KK108064.
Goldee Bears, a honey of a game.
Label. © Harold C. Manley d.b.a.
Gopher Game Co.; 17Jun55; KK107964.

GORDON, MELVIN J., N. G. STONE &
S. Z. GORDON forming the partner-
ship MANCHESTER HOSIERY MILLS. SEE
Manchester Hosiery Mills.

GORDON, RALPH S.
Unique method discovered and patent
applied for ... SEE Raleigh
Enterprises, Inc.

GORDON, S. Z., MELVIN J. GORDON &
N. G. STONE forming the partner-
ship MANCHESTER HOSIERY MILLS. SEE
Manchester Hosiery Mills.

GORHAM CO. ©
Choose it today, use it tonight,
take home all the Gorham sterling
you need to set a pretty table for
as little as 5.00 a week. (In
Ladies' home journal, Apr. 1955,
p.25) Appl. author: Miss Leslie
Munro. © 31Mar55; KK106231.

Designed for giving: Gorham baby
sterling. (In The New Yorker,
Apr. 23, 1955, p.119) Appl.
author: Miss Leslie Munro.
© 21Apr55; KK107462.

Designed for giving: Gorham repro-
ductions of famous museum pieces.
Paul Revere serving spoon and
bowl in ... sterling. (In The
New Yorker, Apr. 16, 1955, p.82)
Appl. author: Miss Leslie Munro.
© 14Apr55; KK107463.

Designed for giving: Gorham sterling
candlesticks. Classic Dinner-for-
Two pair. (In The New Yorker,
May 7, 1955, p.68) Appl. author:
Miss Leslie Munro. © 5May55;
KK107465.

If you're young, American and about
to be a bride, you'll want to
choose your sterling pattern from
Gorham's American Modern series.
(In Seventeen, May 1955, p.2 of
cover) Appl. author: Miss Leslie
Munro. © 1May55; KK107461.

Let Gorham show you how to tell
right from wrong when you're
picking a sterling pattern.
(In Seventeen, Apr. 1955, p.25)
Appl. author: Miss Leslie Munro.
© 1Apr55; KK106233.

New design for giving: Gorham ster-
ling candelabra. (In The New
Yorker, Apr. 30, 1955, p.21)
Appl. author: Miss Leslie Munro.
© 28Apr55; KK107464.

Two brilliant new ways to look at
American Modern in sterling:
Gorham Willow and Gorham Theme.
(In House beautiful's guide for
the bride, spring 1955, p.4 of
cover) Appl. author: Leslie
Munro. © 14Jan55; KK104851.

GORMAN, INC.
The real estate picture in your
neighborhood. Post card.
© Gorman, Inc., E. J. B. Gorman,
president; 22Apr55; KK106060.

GOSSE (F. A.) CO. ©
Such a delicious summer dish. Red
Breast, fancy salmon. [Can; salad
on plate; recipe] (In New York
post, June 2, 1955, p.F6) Appl.
author: Fairfax, Inc. © 2Jun55;
KK107995.

Such a delicious summer dish. Red
Breast, fancy salmon. [Salad on
plate; can; mountain scene; rec-
ipe] (In New York post, June 20,
1955, p.F4) Appl. author: Fair-
fax, Inc. © 20Jun55; KK107994.

GOTHAM HOSIERY CO., INC. ©
The biggest news since nylon.
Mysterie ... Gotham Gold
Stripe stocking. (In Women's
wear daily, Jan. 14, 1955, p.19)
Appl. author: Stanley Goodman.
© 14Jan55; KK103412.

Mysterie. Gotham Gold Stripe.
Label. Appl. author: Stanley
Goodman. © 15Jun55; KK107924.

What's Gotham Gold Stripe up to?
(In Women's wear daily, Jan. 10,
1955, p.8) Appl. author:
Stanley Goodman. © 10Jan55;
KK103378.

GOULD-NATIONAL BATTERIES, INC. ©
Thanks to Gould research, battery
materials come through in the
stretch. Gould industrial truck
batteries. Sheet. Appl. author:
Hutchins Advertising Co., Inc.
© 15Jun55; KK107852.

Thanks to Gould research, battery
materials come through in the
stretch. Gould Kathanode bat-
teries for air conditioning and
car lighting. Sheet. Appl.
author: Hutchins Advertising
Co., Inc. © 15Jun55; KK107851.

Thanks to Gould research, battery
materials come through in the
stretch. Gould Plante, the
aristocrat of stationary batteries.
Sheet. Appl. author: Hutchins
Advertising Co., Inc. © 15Jun55;
KK107853.

Thanks to Gould research, battery
materials get a screen test to
give you better battery perform-
ance. GB-423. Industrial truck
batteries. Sheet. Appl. au-
thor: Hutchins Advertising Co.,
Inc. © 8Feb55; KK104025.

Thanks to Gould research, battery
materials get a screen test to
give you better battery perform-
ance. GB-424. Gould Kathanode
batteries for air conditioning
and car lighting. Sheet.
Appl. author: Hutchins Adver-
tising Co., Inc. © 8Feb55;
KK104024.

Thanks to Gould research, battery
materials get a screen test to
give you better battery perform-
ance. GB-425. Shuttle car and
locomotive batteries. Sheet.
Appl. author: Hutchins Adver-
tising Co., Inc. © 8Feb55;
KK104023.

Thanks to Gould research, battery
materials get a screen test to
give you better battery perform-
ance. GB-426. Gould Plante,
the aristocrat of stationary bat-
teries. Sheet. Appl. author:
Hutchins Advertising Co., Inc.
© 8Feb55; KK104022.

Thanks to Gould research, two weeks'
work in minutes. GB-419. Indus-
trial truck batteries. Sheet.
Appl. author: Hutchins Advertising
Co., Inc. © 18Jan55; KK103479.

Thanks to Gould research, two weeks'
work in minutes. GB-420. Diesel
batteries. Sheet. Appl. author:
Hutchins Advertising Co., Inc.
© 18Jan55; KK103476.

Thanks to Gould research, two weeks'
work in minutes. GB-421. Indus-
trial batteries, shuttle & loco-
motive car. Sheet. Appl. au-
thor: Hutchins Advertising Co.,
Inc. © 18Jan55; KK103477.

Thanks to Gould research, two weeks'
work in minutes. GB-422. Sta-
tionary batteries. Sheet.
Appl. author: Hutchins Advertising
Co., Inc. © 18Jan55; KK103478.

GOULD-NATIONAL BATTERIES, INC. ©
Cont'd.

Thanks to Gould research, we measure voltage readings in one millionth of a second to give you greater battery dependability. GB-433. Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Apr55; KK106009.

Thanks to Gould research, we measure voltage readings in one millionth of a second to give you greater battery dependability. GB-434. Gould Kathanode batteries for air conditioning & car lighting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Apr55; KK106007.

Thanks to Gould research, we measure voltage readings in one millionth of a second to give you greater battery dependability. GB-435. Gould shuttle car & locomotive batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Apr55; KK106010.

Thanks to Gould research, we measure voltage readings in one millionth of a second to give you greater battery dependability. GB-436. Gould plastic cell batteries for stationary service. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Apr55; KK106008.

We look at lead casting innards. No.3-D. Gould Kathanode batteries for diesel starting. Sheet. Appl. author: Hutchins Advertising Co. © 21Mar55; KK105377.

We look at lead casting innards. No.3-S. Gould Plante, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co. © 21Mar55; KK105379.

We look at lead casting innards. No.3-T. Industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co. © 21Mar55; KK105378.

We measure distances between atoms to give you advance design batteries. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18May55; KK107174.

We measure distances between atoms to give you advance design batteries. America's finest, Gould Kathanode batteries for diesel starting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18May55; KK107173.

We measure distances between atoms to give you advance design batteries. America's finest, Gould shuttle car & locomotive batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18May55; KK107172.

We measure distances between atoms to give you advance design batteries. Gould Plante, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18May55; KK107171.

GRACE (W. R.) & CO. ©

W. R. Grace & Co., symbol of service throughout the world. Chemical, agricultural, finance & transportation services. (In Time, Apr. 25, 1955, p.67) Appl. author: Kelly, Nason, Inc. © 22Apr55; KK107677.

GRAFLEX, INC. ©

First camera with push-button focusing. New Graphic 35.

Sheet. Appl. author: Hutchins Advertising Co., Inc. © 1Mar55; KK105225.

GRAND AWARD RECORD CORP. ©

World's greatest music: Ballet on stage, compositions by Delibes. World's greatest art: Rehearsal on the stage, by Degas. GA33-306. Label. © 10Dec54; KK104503.

World's greatest music: Dixieland jazz, by Will Bradley & others. World's greatest art: Jass band, by David Stone Martin. GA33-310. Label. © 10Dec54; KK104501.

World's greatest music: Moods for lovers, by Eugene Conley & Winifred Heidt. World's greatest art: Venus and Adonis, by Rubens. GA33-305. Label. © 10Dec54; KK104504.

World's greatest music: Peer Gynt, by Grieg. World's greatest art: Lady at the tea table, by Mary Cassatt. GA33-308. Label. © 10Dec54; KK104502.

World's greatest music: Porgy and Bess, by George Gershwin. World's greatest art: Bess, by David Stone Martin. GA33-304. Label. © 10Dec54; KK104499.

World's greatest music: Romance of the waltz, Viennese waltzes by Johann Strauss and Emil Waldeufel. World's greatest art: Mlle. Romaine Lacaux, by Renoir. GA33-312. Label. © 10Dec54; KK104500.

World's greatest music: Romantic reverie, Lew White at the organ. World's greatest art: L'Estaque, the Gulf of Marseilles, by Cezanne. GA33-303. Label. © 10Dec54; KK104505.

World's greatest music: Scheherazade. World's greatest art: Prince riding on an elephant, by Khemkaran, 1556-1605, Mughal School. GA33-302. Label. © 10Dec54; KK104506.

World's greatest music: The children's hour. World's greatest art: Mme Charpentier and children, by Renoir. GA33-311. Label. © 10Dec54; KK104497.

World's greatest music: The farewell symphony, op.45, by Franz Josef Haydn. World's greatest art: Don Manuel Osorio, by Goya. GA33-301. Label. © 10Dec54; KK104507.

World's greatest music: The Holberg suite, by Edvard Grieg. World's greatest art: In the meadow, by Renoir. GA33-307. Label. © 10Dec54; KK104498.

World's greatest music: theatre and ballet compositions, by Bizet; L'Arlesienne suites no.I and II, Preludes from Carmen. World's greatest art: The jester, by Franz Hals. GA33-309. Label. © 10Dec54; KK104496.

GRANT PULLEY & HARDWARE CORP. ©

Grant commercial bearings. Sheet. © 18May55; KK107374.

Sliding hardware catalog. Pamphlet. © 21Oct54; KK103517.

GRAPHIX DISPLAY, INC. ©

Enjoy Miller High Life beer here and at home. February. Calendar. Appl. author: Walter S. Pinter. © 20Jan55; KK103679.

Keep cool with Miller High Life. Now, buy the new Suburban 12-pack. July. Calendar. Appl. author: Walter S. Pinter. © 20Jun55; KK108120.

Let's go bowling on TV. March. Miller High Life beer. Calendar. Appl. author: Walter S. Pinter. © 1Mar55; KK104566.

Pick a pack of pleasure. June. Miller High Life beer. Calendar. Appl. author: Walter S. Pinter. © Graphix Display, Inc.; 20May55; KK107048.

Tavern favorite for 100 years. May. Miller High Life beer. Calendar. Appl. author: Walter S. Pinter. © 25Apr55; KK106198.

Welcome home, Braves. April. Miller High Life beer. Calendar. Appl. author: Walter S. Pinter. © 25Mar55; KK105330.

GREAT WESTERN SUGAR CO. ©

The secret of good taste, Great Western MSG. 99 + 0% pure mono sodium glutamate crystals. Net weight 100 lbs. Label. Appl. author: Brandt & Clancey. © 29Apr55; KK106506.

The secret of good taste, MSG. 99 + 0% pure mono sodium glutamate crystals. Net weight 100 lbs. Label. Appl. author: Brandt & Clancey. © 7Dec54; KK106507.

GREEN, ABE A. & ARTHUR DRUCKER t.a. RESULTS UNLIMITED. SEE Results Unlimited.

GREEN BAY PAPER & PULP CO., INC. © Semichem corrugating board. (In Fibre containers & paperboard mills, Jan. 1955, p.113) © 22Jan55; KK104222.

GREEN DEVELOPMENT CORP. d.b.a. NEW ENGLAND SHOPPING CENTER. SEE New England Shopping Center.

GREEN GIANT CO. ©

Are you keeping up with the times on peas? (In Life, Sept. 13, 1954, p.148-149) Appl. author: Leo Burnett Co., Inc. © 9Sep54; KK103592.

The Green Giant says: is my face red. New process Niblets brand whole kernel corn. (In Life, Nov. 22, 1954, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 18Nov54; KK103586.

Kounty Kist brand peas. Farm-fresh sweetness at mighty sweet savings. (In Look, Oct. 5, 1954, p.71) Appl. author: Leo Burnett Co., Inc. © 21Sep54; KK103591.

Kounty Kist corn, good country eatin' at low country prices. (In Look, Nov. 16, 1954, p.29) Appl. author: Leo Burnett Co., Inc. © 2Nov54; KK103587.

Let's get set for winter. Niblets corn and peas. (In This week, Oct. 31, 1954, p.6) Appl. author: Leo Burnett Co., Inc. © 31Oct54; KK103588.

Let's get set for winter. Peas and Niblets corn. (In Life, Oct. 25, 1954, p.84-85) Appl. author: Leo Burnett Co., Inc. © 21Oct54; KK103589.

New corn. New color, new flavor, new process. Niblets whole kernel corn. (In Ladies' home journal, Oct. 1954, p.194) Appl. author: Leo Burnett Co., Inc. © 29Sep54; KK103590.

GREENWOOD, BURTON H. t.a. BURTONITE CO. SEE Burtonite Co.

GREY, JAMES WILLARD, JR., sole owner, GREY-TEX PRODUCTS. SEE Grey-Tex Products.

GREY-TEX PRODUCTS.

Lead the parade with the Twirly-Z baton. Toy. Label. © Grey-Tex Products, James Willard Grey, Jr., sole owner; 9Feb55; KK104513.

GREYVAN LINES, INC. ©

How Greyvan helps you relax on moving day. 15 p. © 27May55; KK108073.

1955

GRIESINGER, W. H.
America's most perfect health
nursery. Griesinger health-
nipple. Sheet. © Walter Henry
Griesinger; 15Feb55; KK104575.

GRIZZLY MANUFACTURING DIVISION. ©
Grizzly Saftibonded syncro-set.
No. 615-9GSB. Brake linings.
Label. © 16Dec54; KK103442.

GROLIER SOCIETY, INC. ©
Some things a fellow has to find
out for himself. The Book of
knowledge, the children's en-
cyclopedia. (In The Wichita
beacon, May 22, 1955, p.65)
Appl. author: Doyle Dane Bern-
bach, Inc. © 22May55; KK107753.
What are daddies for, anyway? The
Book of knowledge, the children's
encyclopedia. (In Living for
young homemakers, Apr. 1955,
p.7) Appl. author: Doyle Dane
Bernbach, Inc. © 1Apr55;
KK106101.
What are you going to be when you
grow up? The Book of knowledge,
the children's encyclopedia.
(In Seattle post-intelligencer,
Mar. 7, 1955, p.28) Appl. au-
thor: Doyle Dane Bernbach, Inc.
© 7Mar55; KK105717.

GROSS (JOHN) & CO. ©
Glen Gorse. 4/5 quart. Scotch
whisky. Label. Appl. author:
John Gross. © 18Apr55; KK105906.

GRUELLE (JOHNNY) CO. ©
Raggedy Ann, a little folks game.
Box cover label. © 26Mar54;
KK103072.
Raggedy Ann, a little folks game.
Game board label. © 26Mar54;
KK103070.
Raggedy Ann, a little folks game.
Spinner label. © 26Mar54;
KK103071.
Raggedy Ann puzzle. 4508-4. Label.
Appl. author: Milton Bradley Co.
© 23Feb55; KK104428.

GRUEN WATCH CO. ©
Gruen gallery of gift watches,
every one a masterpiece. (In
Life, May 23, 1955, p.124-125)
Appl. author: Grey Advertising
Agency. © 23May55; KK107553.
The story in back of the Gruen.
She threw her arms about the happy
man and kissed him. (In The New
Yorker, Apr. 23, 1955, p.125)
Appl. author: Grey Advertising
Agency. © 23Apr55; KK106268.
The story in back of the Gruen. The
girl who cried on her birthday.
(In The New Yorker, Mar. 26, 1955,
p.70) Appl. author: Grey Adver-
tising Agency. © 26Mar55;
KK105789.
The story in back of the Gruen.
To Al, most likely to be liked.
(In The New Yorker, May 28, 1955,
p.88) Appl. author: Grey Adver-
tising Agency. © 28May55;
KK107554.

GULISTAN CARPET. ©
How to get the most for your carpet
dollar. Poster. Appl. author:
Fuller & Smith & Ross, Inc.
© 1Jan55; KK104817.

GUM-TONE CORP. ©
Blue White Gum-Tone, the blueing
paste for whiter teeth. Net wt.
3 1/4 oz. Label. Appl. author:
Robert A. Birch. © 28Jan55;
KK108132.

GUNTHER BREWING CO. ©
Everybody's toasting the finest
Gunther ever brewed. Gunther
premium dry beer. (In The
Washington post & times herald,
Washington, D. C., Mar. 24, 1955,
p.39) Appl. author: Bryan
Houston, Inc. © 24Mar55; KK106109.

The finest Gunther ever brewed.
Here, today, in golden cans
and bottles. Gunther premium
dry beer. [Filled glass &
bottle] (In The Washington
post & times herald, Washington,
D. C., Mar. 11, 1955, p.39)
Appl. author: Bryan Houston,
Inc. © 11Mar55; KK105078.

The finest Gunther ever brewed;
in golden cans and bottles.
Gunther premium dry beer.
[Bottle & can in front of
case] (In The Washington post
& times herald, Washington, D. C.,
Mar. 16, 1955, p.33) Appl. au-
thor: Bryan Houston, Inc.
© 16Mar55; KK105076.

The finest Gunther ever brewed;
in golden cans and bottles.
Gunther premium dry beer.
[Can & bottle] (In Washington
post & times herald, Washington,
D. C., Mar. 18, 1955, p.40)
Appl. author: Bryan Houston,
Inc. © 18Mar55; KK105092.

GURNEY SEED & NURSERY CO.
Your Gurney spring catalog for 1955.
51 p. Appl. author: Sidney
Walter Gurney. © Gurney's, Inc.
d.b.a. Gurney Seed & Nursery Co.;
26Dec54 (in notice: 1955);
KK104137.

GURNEY'S, INC. d.b.a. GURNEY SEED &
NURSERY CO. SEE Gurney Seed & Nurs-
ery Co.

GUSSOW, HERBERT, sole owner, HERBERT
GUSSOW ENTERPRISE. SEE Gussow
(Herbert) Enterprise.

GUSSOW (HERBERT) ENTERPRISE.
It's the authentic Davy Crockett
shirt, by Tuffy Togs. Label.
© Herbert Gussow Enterprise,
Herbert Gussow, sole owner;
11Apr55; KK106990.

H

H. & S. BLANKET CO.
You are about to experience a
breathless moment. Happiness
and Security blanket. Sheet.
© John H. McDowell d.b.a. H. & S.
Blanket Co.; 30Nov54; KK104788.

HADDON HALL, INC. ©
The Haddon Hall method of ballroom
waltz, tango, fox trot and rumba.
Dance instruction course. Label.
Appl. author: Frederick Paul
Welanetz. © 5Aug54; KK104767.

HAEGER POTTERIES, INC. ©
Ceramic fashions for 1955. Haeger,
the great name in American ceram-
ics. Lamps and artware. Folder.
© 24Dec54 (in notice: 1955);
KK104556.

HAGAN (I. N.) ICE CREAM CO. ©
Hagan ice cream, chocolate. One
pint liquid. Label. Appl.
author: Russel Luedke. © 25Apr55;
© 28Apr55; KK106959.
Hagan pecan ice cream roll. One
quart liquid. Label. Appl.
author: Russel Luedke. © 25Apr55;
KK106805.

HAGER (C.) & SONS HINGE MANU-
FACTURING CO. ©
Announcing Hager's new first. The
Luma-Sheen hinge ... that matches
aluminum door hardware and trim.
No. 1241-LS. (In Building supply
news, Aug. 1954, p.33) Appl.
author: Warner & Todd, Inc.
© 12Jul54; KK102971.

HALFHILL CO., INC. ©
Recipes for Halfhill's best buy
tuna. Label. Appl. authors:
George Kratzner & Helen Drew.
© 14Oct54; KK103060.

HALPERN (J.) CO. ©
Superb Halco brand. Smoky Joe
holster set. Box with secondary
use as playhouse. Label.
© 4May55; KK106978.

HALTOM'S.
Wear a Davy Crockett good luck
charm. Medallion. (In Fort
Worth star telegram, May 15,
1955, p.2) Appl. author: Robert
C. Haltom. © Haltom's Jewelers
(in notice: Haltom's); 15May55;
KK106961.

HALTOM'S JEWELERS. SEE Haltom's.

HAMILTON.
Big help for folks on small budgets;
the new Hamilton home laundry.
(In Chicago daily news, Oct. 18,
1954) Appl. author: R. V.
O'Brien, Jr. © Hamilton Manufac-
turing Co. d.b.a. Hamilton;
18Oct54; KK103759.

Here's the beautiful buy in auto-
matic home laundries, the wonder-
ful new Hamilton. (In The Satur-
day evening post, Mar. 26, 1955,
p.159) Appl. author: R. V.
O'Brien, Jr. © Hamilton Manu-
facturing Co. d.b.a. Hamilton;
22Mar55; KK105433.

Here's the one she wants. Hamilton
home laundry equipment. (In The
Saturday evening post, Nov. 27,
1954, p.3 of cover) Appl. au-
thor: R. V. O'Brien, Jr.
© Hamilton Manufacturing Co. d.b.a.
Hamilton; 27Nov54; KK104509.

HAMILTON, OHIO. FIRST NATIONAL BANK &
TRUST CO. SEE First National Bank &
Trust Co., Hamilton, Ohio.

HAMILTON MANUFACTURING CO. d.b.a.
HAMILTON. SEE Hamilton.

HAMILTON MANUFACTURING CORP. ©
Boon to busy mothers. Cosco baby
jumper. Juvenile furniture.
(In Baby care manual, second
quarter, 1954, p.41) © 15May54;
KK104726.

Cosco commercial seating. Models
3-F, 3-G, 3-H. Deluxe bar and
counter stools. Sheet.
© 6May55; KK106862.

Cosco Convertible high chair.
Models 14-E and 14-EB. Label.
© 12Apr55; KK105929.

Cosco Fashionfold chairs and tables.
(In Home furnishings, Feb. 1954,
p.1) © 24Jan54; KK108083.

Cosco furniture for little people.
Sheet. © 4Mar55; KK104727.

Cosco invites leading stores to
introduce the furniture of new
traditions. (In Retailing daily,
Feb. 16, 1955, p.10) Appl. au-
thor: Ruthrauff & Ryan, Inc.
© 16Feb55; KK105455; 105734.

Cosco model 8-F utility cart.
Label. © 17Dec54; KK105627.

Cosco model 8-H utility table.
Label. © 11Nov54; KK105623.

Cosco model 8-L electric utility
table. Label. © 11Nov54;
KK105621.

Cosco model 8-W tray cart. Label.
© 20Oct54; KK105624.

Cosco model 10-C high chair. Label.
© 12Apr55; KK105928.

Cosco model 82-A deluxe folding
serving cart. Label. © 18Mar55;
KK105625.

Cosco models 8-C and 8-K utility
tables. Label. © 17Dec54;
KK105626.

Cosco models 8-T and 8-V drop leaf
utility carts. Label. © 11Nov54;
KK105622.

HAMILTON MANUFACTURING CORP. © Cont'd.

Cosco's April-May tray cart promotion is out of this world. Metal household furniture. Folder. © 4Mar55; KK104728.

Don't give up, give Cosco. Metal furniture. (In Woman's home companion, Dec. 1953, p.12-13) © 19Nov53; KK106370.

The doorbell is just about to ring. Hospitality, designed by Cosco Fashionfold. Card tables & chairs. (In House & garden, Apr. 1955, p.85) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr55; KK105880; 105923.

Double the fun space in your home during this Cosco Fashionfold festival month. Card tables & chairs. (In Living for young homemakers, Apr. 1, 1955, p.24-25) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr55; KK105120; 105876.

Feature the line that out-advertises, out-promotes and out-sells the field. Cosco juvenile furniture. (In Retailing daily, Jan. 28, 1955, p.9) © 28Jan55; KK103796.

First and only step stool completely adjustable for individual comfort. Cosco ... posture step stool ... (In Hardware retailer, Sept. 1954, p.342) © 5Sep54; KK107891.

For comfort-conscious customers and profit-minded dealers, Cosco posture seating. Stools. (In Retailing daily, Feb. 8, 1955, p.28) © 5Feb55; KK103991.

For safety, value, durability, get Cosco. Juvenile furniture. (In Baby talk, Mar. 1954, p.7) © 20Feb54; KK105230.

For this new era in living, Cosco, the furniture of new traditions. (In Retailing daily, Mar. 7, 1955, p.14-15) Appl. author: Ruthrauff & Ryan, Inc. © 7Mar55; KK105098; 105879.

Give the smartest set in town. Cosco Fashionfold card tables and chairs. (In Better homes & gardens, Nov. 1954, p.32) © 27Oct54; KK108061.

Give your tween-ager a grown-up feeling with a Cosco youth chair. (In Parents', v.29, no.5, p.121) © 25Apr54; KK106519.

Here's the all-steel juvenile furniture most mothers choose, Cosco. (In My baby, Apr. 1955, p.7) © 8Mar55; KK105099.

A high chair now, a youth chair later. Get a Cosco Convertible. (In My baby magazine, June, 1953, p.13) © 8May53; KK104711.

Hottest Christmas item in juvenile seating, Cosco baby jumper. (In Small world, Nov. 1953, p.25) © 1Nov53; KK106420.

It's a natural. Cosco. 10 come 11 promotion. Office furniture. (In Office appliances, Nov. 1954, p.141) Appl. author: Ruthrauff & Ryan, Inc. © 1Nov54; KK103490; 103504.

Lesson for today: How to put safety, efficiency, convenience into homework with Cosco. Metal furniture. (In What's new in home economics, Apr. 1954, p.14) © 1Apr54; KK108069.

Look, exciting new juvenile models to make this your greatest year with Cosco. One look tells you ... A colorful combination of sales tested favorites ... (In Small world, Jan. 1955, p.3) © 3Jan55; KK104341.

Look, exciting new juvenile models to make this your greatest year with Cosco. One look tells you ... Sales tested favorites, sensational new creations. Household furniture. (In Juvenile merchandising, Feb. 1955, p.29) © 1Feb55; KK103990.

Model 60-Y Cosco space-maker chairs. Sheet. © 6May55; KK106861.

Nationwide Cosco Fashionfold festival, March 22-April 22. Card tables & chairs. (In Retailing daily, Feb. 17, 1955, p.11) © 17Feb55; KK104347; 105454.

New, Cosco folding serving cart. (In Retailing daily, Feb. 3, 1955, p.7) © 3Feb55; KK104019.

New, Cosco tray cart with the top that doubles as a serving tray. (In House & garden, Mar. 1954, p.145) © 18Feb54; KK104847.

The new folding furniture with the accent on style. Cosco Fashionfold card tables and chairs. (In Better homes & gardens, Oct. 1954, p.157) © 24Sep54; KK108060.

Next Tuesday, this full color spread, in living for young homemakers, announces your Cosco Fashionfold festival, March 22 - April 22. Furniture. (In Retailing daily, Mar. 17, 1955, p.7) Appl. author: Ruthrauff & Ryan, Inc. © 17Mar55; KK105063; 105457.

Open season starting for selling Cosco Fashionfold card tables and chairs. (In Retailing daily, Apr. 21, 1955, p.10) © 21Apr55; KK106419.

Open season starting for selling Cosco Fashionfold card tables and chairs. (In Retailing daily, Apr. 21, 1955, p.10) Appl. author: Ruthrauff & Ryan, Inc. © 21Apr55; KK106634.

Play it safe with a two-in-one Cosco step stool. (In House & garden, Mar. 1954, p.144) © 18Feb54; KK104642.

Please be seated for 10 days, free. Coupon below puts this Cosco secretarial chair in your office for free 10 day trial. (In Business week, Jan. 29, 1955, p.110) Appl. author: Ruthrauff & Ryan, Inc. © 29Jan55; KK103586.

Please be seated for 10 days, free. Coupon below puts Cosco secretarial chair in your office for free 10 day trial. (In Fortune, Feb. 1955, p.199) © 25Jan55; KK103697.

Please be seated for 10 days, free. Coupon below puts this Cosco secretarial chair in your office for free 10 day trial. (In Fortune, Feb. 1955, p.199) Appl. author: Ruthrauff & Ryan, Inc. © 1Feb55; KK105231.

Quality. Executive model 18-TA. Cosco office chairs. (In Business week, Apr. 23, 1955, p.34) © 22Apr55; KK106748.

Seat slips off for washing. Cosco baby jumper. (In Your new baby, Mar. 1955, p.27) © 1Feb55; KK104378.

Sell America's leading line in folding furniture. Cosco Fashionfold leads the field with new style, value, price. (In Retailing daily, Jan. 20, 1955, p.6-7) Appl. author: Ruthrauff & Ryan, Inc. © 20Jan55; KK104020; 105456.

Sell 'em by the sleigh-load in this dashing Cosco Christmas promotion. Metal household furniture. (In Housewares review, Oct. 1954, p.12-13) © 25Sep54; KK108127.

Somebody needs a Cosco youth chair. (In Parents, Mar. 1955, p.80) © 25Feb55; KK104662.

Steps we're taking to make 1954 your greatest year with Cosco. Cosco ... Fashionfold chairs and tables. (In Hardware retailer, Feb. 1954, p.322) © 5Feb54; KK107892.

10-day Cosco demonstration makes 11th day sale for you. Cosco's 10 come 11 promotion. Office chairs. (In Office appliances, Dec. 1954, p.93) © 25Nov54; KK103489.

10-day Cosco demonstration makes 11th day sale for you. Cosco's 10 come 11 promotion. Office chairs. (In Office appliances, Dec. 1954, p.93) Appl. author: Ruthrauff & Ryan, Inc. © 1Dec54; KK103493.

Top doubles as a serving tray. Cosco tray cart. (In Better homes & gardens, Mar. 1955, p.138) © 18Feb55; KK104643.

Top profit producers. Cosco stools, table, juvenile furniture. (In National housewares directory, 1954, p.293) © 15Apr54; KK108112.

Two chairs in one. High chair now, youth chair later; Cosco Convertible. (In Baby care manual, Feb. 1955, p.41) © 15Feb55; KK104379.

Value, secretarial model 15-S, just \$32.50 and it's so comfortable. Cosco office chairs. (In Newsweek, Apr. 4, 1955, p.89) Appl. author: Ruthrauff & Ryan, Inc. © 4Apr55; KK105877.

Was ever a cart so handy or a party so easy. Cosco tray cart. (In The Saturday evening post, Apr. 16, 1955, p.142) © 13Apr55; KK105921.

When customers look for quality, be sure they see Cosco. Cosco office chairs. (In Office appliances, May 1, 1955, p.111) Appl. author: Ruthrauff & Ryan, Inc. © 1May55; KK106966.

When customers look for value, be sure they see Cosco. Office chairs. (In Office appliances, Apr. 1955, p.143) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr55; KK107783.

Why do it the hard way? Cosco metal utility tables: Roll-Away & Fold-Away. (In House & garden, June 1953, p.134-135) © 18May53; KK108062.

Why do it the hard way? Cosco model 4-D step stool. (In Good housekeeping, Sept. 1953, p.122) © 20Aug53; KK106336.

Why do it the hard way? Rest easy on a Cosco stool. (In The Saturday evening post, Apr. 18, 1953, p.207) © 15Apr53; KK106020.

Why do it the hard way? Take it easy around the clock with Cosco. Stools. (In The Saturday evening post, July 25, 1953, p.58) © 22Jul53; KK102210.

Your baby and this chair will grow up together. Cosco Convertible high chair. (In Baby care manual, first quarter 1954, p.43) © 15Feb54; KK104565.

HAMILTON WATCH CO. © Michelangelo said it. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Oct54; KK107393.

HAMMAKER BROS., INC. © Commemorative art. Monuments. 18 p. Appl. author: Edward McCreey Perkins. © 1Dec54; KK106477.

HAMMOND ORGAN CO. ©

Career wife discovers Hammond organ. Delores Marvin. (In Ebony, Dec. 1954, p.115) Appl. author: Young & Rubicam, Inc. © 9Dec54; KK104256.

Church members, now from Hammond, a new kind of music never before possible. (In Town Journal, Mar. 1955, p.40) Appl. author: Young & Rubicam, Inc. © 22Feb55; KK107574.

Even Mike sat right down and played a carol in 30 minutes on our Hammond chord organ. (In The Saturday evening post, Nov. 13, 1954, p.81) Appl. author: Young & Rubicam, Inc. © 10Nov54; KK104255.

Hammond chord organ increases dollar volume up to 33 % for many dealers. (In Music trade review, May 1955, p.4) Appl. author: Young & Rubicam, Inc. © 15May55; KK108166.

Have a Hammond in your church by Easter. (In Ebony, Mar. 1955, p.29) Appl. author: Young & Rubicam, Inc. © 10Feb55; KK107573.

How Basie takes it easy. Hammond chord organ; spinet model Hammond. (In Ebony, Apr. 1955, p.45) Appl. author: Young & Rubicam, Inc. © 10Mar55; KK107582.

If you belong to a church, club or lodge, send for the booklet that shows how to get money for a new organ. (In Town Journal, Apr. 1955, p.44) Appl. author: Young & Rubicam, Inc. © 2Apr55; KK107580.

If you dream of playing beautiful music, but don't have time for lessons, try this superb Hammond organ, you can play in 30 minutes. (In Successful farming, Apr. 1955, p.145) Appl. author: Young & Rubicam, Inc. © 21Mar55; KK107583.

If you'd like the fun of playing music, but haven't time for lessons read about the marvelous Hammond organ you can play in 30 minutes. (In Look, May 3, 1955, p.11) Appl. author: Young & Rubicam, Inc. © 19Apr55; KK108170.

A message to every person who belongs to a church. (In Pathfinder, Nov. 1954, p.56) Appl. author: Young & Rubicam, Inc. © 18Oct54; KK103165.

The music that makes you rich for life. (In The Saturday evening post, Oct. 16, 1954, p.93) Appl. author: Young & Rubicam, Inc. © 13Oct54; KK103164.

Now from Hammond, a thrilling new kind of music never before possible on any instrument. Hammond announces touch-response percussion. (In Piano trade magazine, Feb. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Feb55; KK107577.

Now from Hammond, a thrilling new kind of music never before possible on any instrument. To the traditional resources ... (In Etude, Mar. 1955, p.1) Appl. author: Young & Rubicam, Inc. © 3Feb55; KK107571.

Now from Hammond, an inspiring new kind of music never before possible on any instrument. (In National Jewish monthly, Mar. 1955, p.3) Appl. author: Young & Rubicam, Inc. © 10Mar55; KK107575.

Now from Hammond, an inspiring new kind of music never before possible on any instrument. Church

model. (In Christian life, Mar. 1955, p.68) Appl. author: Young & Rubicam, Inc. © 15Feb55; KK108172.

Now, Hammond brings to church music, new richness and meaning never heard before. (In Christian herald, Apr. 1955, p.3) Appl. author: Young & Rubicam, Inc. © 25Mar55; KK107581.

Now more than ever it's your kind of music. Spinet model Hammond organ. (In Better homes & gardens, Apr. 1955, p.189) Appl. author: Young & Rubicam, Inc. © 10Mar55; KK107579.

Now, music has a magic it never had before. Home model. (In American home, May 1955, p.143) Appl. author: Young & Rubicam, Inc. © 25Apr55; KK108169.

One more reason why Hammond organ is music's most valuable franchise. (In Piano trade, Dec. 1954, cover) Appl. author: Young & Rubicam, Inc. © 1Dec54; KK104253.

One more reason why Hammond organ is music's most valuable franchise. (In Piano trade magazine, May 1955, cover) Appl. author: Young & Rubicam, Inc. © 1May55; KK108168.

One more reason why Hammond organ is music's most valuable franchise. One of the most notable ... (In Piano trade magazine, Apr. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Apr55; KK108171.

One more reason why Hammond organ is music's most valuable franchise. The invention of the Hammond ... (In Piano trade magazine, Mar. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Mar55; KK107576.

One more reason why Hammond organ is music's most valuable franchise. We don't have to tell you ... (In Piano trade magazine, Jan. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Jan55; KK107578.

Play an organ in 30 minutes? Ridiculous, I said. (In Successful farming, Feb. 1955, p.114) Appl. author: Young & Rubicam, Inc. © 25Jan55; KK107572.

Reasons why Hammond is music's most valuable franchise. (In Music trade review, Mar. 1955, p.24-25) Appl. author: Young & Rubicam, Inc. © 15Mar55; KK107584.

This Christmas, give them fun for life with a Hammond. (In American home, Nov. 1954, p.19) Appl. author: Young & Rubicam, Inc. © 25Oct54; KK104254.

Why many leading organists choose the concert model Hammond organ. (In American guild of organists, May 9, 1955, p.5) Appl. author: Young & Rubicam, Inc. © 9May55; KK108167.

HANDICRAFT PRODUCTS CO.

Leather Craft kits. Comb case and comb. No.100. Card. © David M. Marsh d.b.a. Handicraft Products Co.; 12Oct54; KK102906.

HANNAY (CLIFFORD B.) & SON, INC. © Deadly as a cobra ... Hannay hose reels. Appl. author: Renner Advertisers. © 1Apr55; KK107235.

Designed for emergencies. Dependable Hannay hose reels. (In Fire engineering, Feb. 1955, p.110) Appl. author: Renner Advertisers. © 15Feb55; KK104552.

Efficient liquid handling with rugged, dependable Hannay hose reels speed production. Appl. author: Renner Advertisers. © 1Apr55; KK106224.

For dependability, specify Hannay. Hose reels. (In Firemen, Apr. 1955, p.30) Appl. author: Renner Advertisers. © 1Apr55; KK106225.

For more deliveries every day be sure to specify ... Hannay LPG hose reels. (In LP-gas, Apr. 1955, p.20) Appl. author: Renner Advertisers. © 1Apr55; KK105807.

Hannay hose reels for fire-fighting equipment. 14 p. Appl. author: Renner Advertisers. © 1May55; KK107537.

Hannay hose reels for LP-gas delivery equipment. 10 p. Appl. author: Renner Advertisers. © 1May55; KK107535.

It's in the groove. The Hannay hose reel with the new Hannay swing joint ... (In National petroleum news, Feb. 1955, p.170-171) Appl. author: Renner Advertisers. © 1Feb55; KK104285.

More beauty and utility for your hose reels with this Hannay roller & spool assembly. (In Firemen, Feb. 1955, p.32) Appl. author: Renner Advertisers. © 1Feb55; KK104208.

Now, make deliveries to left or right without turning truck with the Hannay Guidemaster, GM-100. Guided unwinding plus level re-winding for your fuel hose. Sheet. Appl. author: Renner Advertisers. © 14Jun55; KK108133.

Now, make deliveries to left or right without turning truck with the Hannay Guidemaster, GM-100. (In National petroleum news, June 1955, p.121) Appl. author: Renner Advertisers. © 1Jun55; KK107536.

Now more beauty and utility for your hose reels. The Hannay chrome roller and spool assembly. Sheet. Appl. author: Renner Advertisers. © 14Jan55; KK103989.

Speed your LPG deliveries with this new Hannay dual hose reel for both liquid and vapor return hoses. (In LP-Gas, Feb. 1955, p.36-37) Appl. author: Renner Advertisers. © 1Feb55; KK103788.

When the best must be standard, rugged, dependable Hannay hose reels. (In National petroleum news, Apr. 1955, p.91) Appl. author: Renner Advertisers. © 1Apr55; KK106226.

When you want the best be sure to specify and get Hannay hose reels. (In Firemen, June 1955, p.30) Appl. author: Renner Advertisers. © 1Jun55; KK107951.

When you want the best be sure to specify and get Hannay hose reels. (In LP-gas, May 1955, p.124) Appl. author: Renner Advertisers. © 1May55; KK106697.

When you want the best be sure you specify and get Hannay hose reels. (In Firemen, May 1955, p.41) Appl. author: Renner Advertisers. © 1May55; KK107377.

When you want the best, be sure you specify and get Hannay hose reels. (In Occupational hazards, June 1955, p.63) Appl. author: Renner Advertisers. © 1Jun55; KK108134.

HANSEN, RAY. ©

Dei Auxilio Vincemus. Pharmaceuticals. Label. © 15Apr55; KK107881.

HANSEN FRUIT & COLD STORAGE CO. ©
Apple A Day brand Washington State
extra fancy apples. Net wt.
4 lbs. Label. © 27Oct54;
KK104673.

2 1/4 inch and larger. Apple A
Day brand Washington extra fancy
Papoose apples. Net wt. 4 lbs.
Label. © 27Oct54; KK104672.

HANSEN'S (CHR.) LABORATORY, INC. ©
The baby dessert the whole family
enjoys. Junket Rennet powder.
Folder. Appl. author: Deborah
Parsonius. © 2Nov54; KK107480.

Baby's first dessert, enjoyed by
grown folks, too. Junket Rennet
powder. Folder. Appl. author:
Deborah Parsonius. © 2Nov54;
KK107477.

Cool, light desserts the whole
family will enjoy. Junket
Rennet powder. Folder. Appl.
author: Deborah Parsonius.
© 2Nov54; KK107481.

Dessert treats for your whole
family. Junket Rennet powder.
Folder. Appl. author: Deborah
Parsonius. © 2Nov54; KK107478.

Desserts for the youngest and the
oldest. Junket Rennet powder.
Folder. Appl. author: Deborah
Parsonius. © 2Nov54; KK107479.

Hints for making smooth ice cream.
Junket brand freezing mix.
Folder. © 20Jul54; KK105277.

Kids go for new rainbow milk
drinks and tasty Rennet-cus-
tards made with Junket Rennet
powder. Folder. © 14Feb55;
KK104819.

Mom and pop will love these deli-
cious milk desserts, too. Junket
Rennet powder. Folder. Appl.
author: Deborah Parsonius.
© 2Nov54; KK107482.

Perfect Rennet-custards every time.
Junket Rennet powder. Folder.
Appl. author: Deborah Parsonius.
© 2Nov54; KK107483.

HARDING, FLORENCE A.
Harding blending wheel. Reading
device. Folder. © Florence
Alida Harding; 27Apr55; KK106616.

HARETT-GILMAR, INC. ©
The aircraft recognition game,
Plane Parade. No. 400. Label.
Appl. author: Gilbert S. Fel-
senthal. © 1Jan55; KK104094.

Wiry Dan's All-Star electric base-
baseball and football. No. 623.
Game. Label. Appl. author:
Martin H. Lewis. © 1Jan55;
KK104093.

HARRIET MILLS, INC. ©
Carriage Trade nylons. Hosiery.
Label. © 9Feb55; KK103984.

HARRIS (B. W.) MANUFACTURING CO. ©
Merchandising, promoting, adver-
tising, Zero King, the mark of
a complete wardrobe. Sports-
wear. Folder. Appl. author:
Fuller & Smith & Ross, Inc.
© 18Mar55; KK105393.

HARRIS (PAUL) CO. ©
Home Decorator finishes. Paint.
Label. Appl. author: Paul
Harris. © 2Jan55; KK105000.

HARRIS-SEYBOLD CO. ©
Harris impressions published for the
lithographic industry. Litho-
graphic presses. Folder. Appl.
author: Fred W. Baker.
Jan.-Feb. 1955. © 17Jan55;
KK103666.
Mar.-Apr. 1955. © 31Mar55;
KK105974.

HARRISON, ANN S. d.b.a. HARRISON &
CO. SEE Harrison & Co.

HARRISON & CO.
Original Dr. E. M. Harrison Eye
Formula No. 22. Net contents
4 drams. Eye drops. Label.
© Ann S. Harrison d.b.a. Har-
rison & Co.; 1Mar55; KK104641.

HARRISON COFFEE CORP. ©
Pearls of 100 % pure instant
coffee. Net weight 2 ozs.
Label. Appl. author: George
Harrison. © 20Dec54; KK103450.

HARRISS (LLOYD J.) PIE CO. ©
Blackberry pie. Net weight 1 pound-
8 ounces. Label. © 25May55;
KK107404.

Peach pie. Net weight 1 pound-
8 ounces. Label. © 25May55;
KK107402.

Pineapple pie. Net weight 1 pound-
8 ounces. Label. © 25May55;
KK107403.

HART, SCHAFFNER & MARX. ©
Some men just take naturally to
tweed. They like the relaxed and
comfortable feeling it gives them.
Clothes. (In The Saturday eve-
ning post) Appl. author: Bat-
ten, Barton, Durstine & Osborn,
Inc. © 10Oct53; KK106988.

HARTSELL, HAROLD E. ©
Then and now. The story of an
event. Jewelry and appliances.
Pamphlet. © 20Oct54; KK104439.

Then and now. Watch our windows.
Jewelry, appliances and related
articles. (In Oil City derrick
& Oil City blizzard, no. 27, 981;
section 2, p. 17) © 6May54;
KK104440.

HARVEY.
Pioneers of the Butane gas business
in Arkansas. Place mat. Sheet.
© Harvey Paper Products Co. t.a.
Harvey; 1Jun55; KK108202.

HARVEY PAPER PRODUCTS CO. t.a. HARVEY.
SEE Harvey.

HASSENFELD BROS., INC. ©
Christmas joy for girls and boys,
America's top ten toys. (In
Life) Appl. author: Joseph M.
Bernstein. © 9Nov53; KK105847.
The Hasbro guide to America's top
ten toys. (In Life) Appl. au-
thor: Joseph M. Bernstein.
© 8Nov54; KK106396.

HASSENSTEIN. ©
Pooped? Normalaids. Food sup-
plement. Pamphlet. Appl. au-
thor: W. K. Max Hassenstein.
© 24Jan55; KK103718.

HAWAIIAN PINEAPPLE CO., LTD. ©
Dole, unsweetened Hawaiian frozen
concentrated pineapple juice.
Contents 6 fluid oz. Label.
Appl. author: John Shafer.
© 21Oct54; KK103276.

HAYDON (A. W.) CO. ©
Chronometrically governed D. C.
timing motors. Bulletin A. W. H.
MO 800, Apr. 1955. Sheet.
© 15Apr55; KK107919.

5600 series governed D. C. motor.
Bulletin A. W. H. MO 801, Apr.
1955. Sheet. © 15Apr55;
KK107920.

5800 series governed D. C. motor.
Bulletin A. W. H. MO 802, May
1955. Sheet. © 15May55;
KK107921.

Miniature, hermetically sealed
time delay relays, 6400, 11400,
24300 series. Bulletin A. W. H.
TD 400, Apr. 1955. Sheet.
© 15Apr55; KK107917.

Proportional delayed reset, time
delay relays 6400, 11400, 24300
series. Bulletin A. W. H. TD 402,
Apr. 1955. Sheet. © 15Apr55;
KK107918.

HAZARD, GEORGE E. ©
Play Jumble, it's fun; instructions.
Game. Sheet. © 10Dec54;
KK103325.

HEATLESS PERMANENT WAVE CO. ©
Directions for Willat Plyon perma-
nent. Rev. Sheet. Appl. au-
thor: Irvin A. Willat. © 13May55;
KK106820.

Directions ... for Willat plyon per-
manent wave. Sheet. Appl. au-
thor: Irvin A. Willat. © 26Feb55;
KK104415.

HEIDELBERG BREWING CO. ©
Columbia special stock a.l.e. Net
contents 1 quart. Label.
© 25Feb55; KK104555.

HEILEMAN (G.) BREWING CO. ©
Aged longer than any other beer.
Heileman Old Style lager.
Heileman grenadier holding
beer stein in hand; bottle with
tavern scene on it; Poster.
Appl. author: Leo Burnett Co.,
Inc. © 15Mar55; KK104999.

Aged longer than any other beer.
Heileman's Old Style lager. Brick
wall clarge bottle with tavern
scene; beer kegs; grenadier hold-
ing stein; Appl. author: Leo
Burnett Co., Inc. © 20Apr55;
KK106038.

Ageing cellar no. 3. Tastes better
because it's aged longer than any
other beer. Heileman's Old Style
lager. (In The Milwaukee journal,
Apr. 27, 1955, pt. 2, p. 24) Appl.
author: Leo Burnett Co., Inc.
© 27Apr55; KK106495.

Announcing appointment of Fox
Distributing Co. ... as dis-
tributors for Heileman's Old
Style lager. (In Watertown
public opinion, Feb. 17, 1955,
p. 2) Appl. author: Leo
Burnett Co., Inc. © 17Feb55;
KK105213.

Heileman beer song. Heileman's Old
Style lager. Phonograph record.
Label. Appl. author: Leo Burnett
Co., Inc. © 18Feb55; KK104134.

Heileman waltz. Heileman's Old
Style lager. Phonograph record.
Label. Appl. author: Leo Bur-
nett Co., Inc. © 18Feb55;
KK104133.

Heileman's unusual beer label and
the story it tells. (In The
Milwaukee journal, May 25, 1955,
pt. 2, p. 24) Appl. author: Leo
Burnett Co., Inc. © 25May55;
KK107270.

Krausening. Heileman's Special Ex-
port beer. (In Chicago daily
tribune, May 2, 1955, pt. 4, p. 3)
Appl. author: Leo Burnett Co.,
Inc. © 2May55; KK106496.

Lupulin. Heileman's Special Ex-
port beer. (In Chicago daily
tribune, Apr. 18, 1955, pt. 4,
p. 3) Appl. author: Leo Burnett
Co., Inc. © 18Apr55; KK106497.

Measure the difference and see, 8
full ounces, not just 7. Heile-
man's Old Style lager. Junior.
(In The Williston herald, Apr. 13,
1955, p. 7) Appl. author: Leo
Burnett Co., Inc. © 13Apr55;
KK106658.

Now one of the oldest names in brew-
ing arrives in St. Petersburg.
Heileman's Old Style lager. (In
St. Petersburg times, Mar. 10,
1955, p. 23) Appl. author: Leo
Burnett Co., Inc. © 10Mar55;
KK105083.

Old Style lager. Aged longer than any other beer. cGrenadier holding beer stein & bottle; girl dancing before him; large bottle with tavern scene on label. Poster. Appl. author: Leo Burnett Co., Inc. © 20May55; KK107258.

Tastes better because it's aged longer. Heileman's Old Style lager. cBottle with tavern scene on label; stein (In Devils Lake daily journal, Devils Lake, N. D., Mar. 30, 1955, p.6) Appl. author: Leo Burnett Co., Inc. © 30Mar55; KK105769.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. [Bottle with grenadier on top label & tavern scene on bottom] (In The Williston herald, Apr. 20, 1955, p.5) Appl. author: Leo Burnett Co., Inc. © 20Apr55; KK106656.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. cGrenadier holding beer stein; can with tavern scene on its label (In Devils Lake daily journal, Mar. 23, 1955, p.6) Appl. author: Leo Burnett Co., Inc. © 23Mar55; KK105452.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. [Grenadier holding bottle in his hand] (In The Williston herald, Apr. 27, 1955, p.2) Appl. author: Leo Burnett Co., Inc. © 27Apr55; KK106657.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. cGrenadier with bottle & glass; bottle with tavern scene (In The La Crosse tribune, La Crosse, Wis., Mar. 2, 1955, p.12) Appl. author: Leo Burnett Co., Inc. © 2Mar55; KK104577.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. cHead of keg; girl & accordion; grenadier (In Grand Forks herald, Mar. 23, 1955, p.18) Appl. author: Leo Burnett Co., Inc. © 23Mar55; KK106498.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. Phonograph record. Label. Appl. author: Leo Burnett Co., Inc. © 18Feb55; KK104132.

Tastes better because it's aged longer than another beer. Heileman's Old Style lager [being poured into an hourglass] (In Chicago daily tribune, Mar. 30, 1955, pt.2, p.16) Appl. author: Leo Burnett Co., Inc. © 30Mar55; KK105768.

HEIMARK, EDDIE C.

Hi Mark waffle & pancake mix. Label. © Eddie C. Heimark (in notice: Eddie C. Heimark); 30Apr55; KK106643.

HEINLEY, PAUL. ©

Doorways of distinction. Genuine Barbary Coast saloon doors, by Paul Heinley. Movable shutters. Folder. © 14Mar55; KK106439.

Indoor movable shutters to help you sell. Newspaper mats. Folder. © 28Apr55; KK106412.

Magical ideas from Living for young homemakers. Paul Heinley's movable shutters. Folder. © 5Apr55; KK106437.

New, 2-panel penny saver, shutter door. Card. © 23May55; KK107880.

Paul Heinley shutter kit for assembling movable shutters. Folder. © 30Jul54; KK104567.

Shutter facts. Paul Heinley's movable shutters. Folder. © 5Apr55; KK106438.

HEINN CO. ©

How do you judge a binder? Mail folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 10May55; KK107722.

A sales tip from the Heinn Company. How to ride herd on selling costs and get more business. Loose-leaf binders. Folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 1Mar55; KK104755.

A tribute to the man who keeps America on the move, the salesman. Loose-leaf binders. Mail folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 17Mar55; KK104974.

HEKMAN BISCUIT CO. DIVISION, UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

HENEL SHOE CO., INC., division of RONDEAU SHOE CO., INC. SEE Rondeau Shoe Co., Inc.

HERCULES POWDER CO. ©

LacQuotes. Folder. Appl. author: James L. Anderson. Nov. 1954. © 1Nov54; KK107077. Feb. 1955. © 1Feb55; KK107078. May 1955. © 2May55; KK107079.

News about Toxaphene in the Rio Grande Valley. Insecticide. Mail folder. Appl. author: Edwin H. Ginn. Feb. 1955. © 1Feb55; KK107886.

Overseas with Hercules. 4 p. Appl. author: Elizabeth B. Alden. Mar. 1955. Versatile CMC has important place ... © 11Mar55; KK105325.

Toxaphene combate el gusano cortador, el gusano soldado y otros gusanos similares. (Toxaphene fights cutworms, armyworms and other similar worms) Folder. Appl. author: Edwin H. Ginn. © 17May55; KK107076.

Toxaphene, dusts, sprays for all-season insect control. Folder. Appl. author: Edwin H. Ginn. © 4Apr55; KK105905.

Toxaphene news digest. Insecticides. Sheet. Appl. author: Edwin H. Ginn.

July 1954. © 10Jun54; KK105328.

Aug. 1954. © 14Jul54; KK105327.

Mar. 1955. © 16Feb55; KK105326.

Apr. 1955. © 29Mar55; KK107821.

May 1955. © 29Apr55; KK107822.

HERRING-HALL-MARVIN SAFE CO. ©

Notice anything strange and unusual about this photo? Herring-Hall-Marvin Five-Star bank vault entrance. (In Burroughs clearing house, Feb. 1955, p.95) Appl. author: The Rowe & Wyman Co. © 1Feb55; KK104573.

HERSHEY CREAMERY CO. ©

Tallyho Farms ice cream. Neapolitan. One pint liquid. Label. © 7Jun55; KK107686.

HERTZBERG (ARTHUR) & CRAFTSMEN. ©

New, a miniature check book ... Petit Cheque. (In Giftwares, Apr. 1955, p.52) Appl. author: Glen V. Brower. © 15Apr55; KK106263.

HICKOK MANUFACTURING CO.

The Hickok Christmas gift show. Men's belts & assorted gifts.

(In Look, Dec. 14, 1954, p.104-105) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 14Dec54; KK107313.

Hickok Custom belts, jewelry are the very best procurable. (In The New Yorker, Nov. 20, 1954, p.139) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 20Nov54; KK107312.

New, Hickok Golden Raven initials. Gift-co-ordinated in belts, jewelry, wallets and bola ties. (In Look, Oct. 19, 1954, p.20) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 19Oct54; KK108143.

New, Hickok Golden Raven initials. Men's jewelry and belts. (In The Saturday evening post, Oct. 23, 1954, p.125) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 23Oct54; KK107311.

New Monte Carlo jewelry. (In Holiday, Dec. 1953, p.175) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 1Dec53; KK106889.

Why the Hickok Sierra is America's most popular belt. (In Look, Sept. 21, 1954, p.53) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 21Sep54; KK105696.

HICKORY MOUNTAIN BARBECUE CO., INC. © Gillum's Hickory Mountain ... barbecue sauce. Contents 1 gal. net. Label. Appl. author: Ray F. Gillum. © 18Apr55; KK106543.

HICKORY-NUGGETS CO. ©

Flavor filled, Hickory-Nuggets, clean burning fuel for indoor-outdoor grilling. Label. © 22Mar55; KK105109.

Flavor filled Hickory-Nuggets for adding even more tangy flavor to your bar-b-ques. Cooking fuel comprising pieces of wood. 10 lbs. Label. © 15Apr55; KK106890.

Flavor filled, Hickory-Nuggets, the clean bar-b-q fuel. Sheet. © 3Mar55; KK105108.

Flavor filled, Hickory-Nuggets, the clean bar-b-q fuel. Window display. © 3Mar55; KK105110.

HIEMARK, EDDIE C. SEE Heimark, Eddie C.

HIGH POINT MILLS, INC. ©

Gro-Turf. The superb new non-burning controlled feeding fertilizer. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 7Apr55; KK105654.

HILL, JAMES C. & CHARLES D. LIGGETT d.b.a. CHEMICAL COMPOUNDS. SEE Chemical Compounds.

HILLS BROS. COFFEE, INC. ©

Free coupon worth 10¢ on your purchase of a can of Hills Bros. coffee. (In San Jose evening news) Appl. author: N. W. Ayer & Son, Inc. © 30Sep54; KK108223.

No matter where you drink it, it's always satisfying. (In Daily news - post, Monrovia, Calif.) Appl. author: N. W. Ayer & Son, Inc. © 25May55; KK108225.

Quality shoppers are quantity buyers. (In Pacific coast review) Appl. author: N. W. Ayer & Son, Inc. © 1Apr55; KK108226.

- HILLS BROS. COFFEE, INC. © Cont'd.
Refreshing as spring. Hills Bros.
coffee. Adform 150. Sheet.
© 22Apr55; KK106804.
- This is no ordinary nickel. (In The
Los Angeles mirror - news) Appl.
author: N. W. Ayer & Son, Inc.
© 24Feb55; KK108221.
- You save a nickel, but that's not
all. (In The Register, Santa
Ana, Calif.) Appl. author:
N. W. Ayer & Son, Inc. © 28Feb55;
KK108222.
- You save a nickel or a dime, but
that's not all. (In Evening out-
look, Santa Monica, Calif.)
Appl. author: N. W. Ayer & Son,
Inc. © 2Mar55; KK108224.
- HI-LO TOOL PRODUCTS CO., INC. ©
Keep pace with industry - meet the
modern clamps. Hi Lo rapid adjust-
able toolroom clamps. Folder.
Appl. author: Dougherty Adver-
tising Agency. © 13Dec54;
KK103117.
- HOAGUE-SPRAGUE CORP.
Butterfly footwear, by Henel. SEE
Rondeau Shoe Co., Inc.
Davy Crockett boot. SEE Beckerman
(M.) & Sons, Inc.
The Jack and Jill shoe. SEE Adams
Bros., Inc.
- HOAGUE-SPRAGUE CORP. ©
Campus Billy's. C 342 AB. Shoe
boxes. Label. © 2Jun55;
KK107512.
- Captain Jet. C 317 AB. Shoe boxes.
Label. © 12Jan55; KK103391.
- Carousels. C 343 AB. Shoe boxes.
Label. © 20Jun55; KK108130.
- Classics, beautiful shoes.
C-341 AB. Shoe boxes. Label.
© 20May55; KK107352.
- Crestcraft. C 327 AB. Shoe boxes.
Label. © 22Apr55; KK106319.
- Cushioned Hurd Companions.
H 180 AB. Shoe boxes. Label.
© 7Jun55; KK107716.
- Davy Crockett. D 137 AB. Shoe
boxes. Label. © 3May55;
KK107895.
- Eduardo Capalino, fine footwear,
Rome, New York. E-154AB. Shoe
boxes. Label. © 3Feb55;
KK104760.
- Genuine handsewn vamp. G 135 AB.
Shoe boxes. Label. © 25May55;
KK107353.
- Goodwear, Walk-Master. W-120 B.
Shoe boxes. Label. © 4Mar55;
KK104759.
- Inside this box, America's most
beautiful shoes. A 244 AB. Shoe
boxes. Label. © 6May55;
KK107178.
- Little Miss Linda-Sue, by Ideal.
L-266AB. Shoe boxes. Label.
© 22Dec54; KK104758.
- London Trotters, bench crafted.
L 273 AB. Shoe boxes. Label.
© 7Jun55; KK107806.
- Lucky Ducks for toddlers. L 274 AB.
Shoe boxes. Label. © 21Jun55;
KK108128.
- Reeve's Juniors. R 152 AB. Shoe
boxes. Label. © 25May55;
KK107346.
- Relaxations by Creative. R-149AB.
Shoe boxes. Label. © 19Jan55;
KK103815.
- Val-U-Pedic. V-70AB. Shoe boxes.
Label. © 21Jan55; KK103816.
- Verde originals. V-71 AB. Shoe
boxes. Label. © 9Feb55;
KK104278.
- HOFFMAN BEVERAGE CO. ©
Drinks taste better and you'll feel
better when you mix with Hoffman
... (In The New York times,
June 16, 1955, p.38) Appl, au-
thor: Warwick & Legler. © 16Jun55;
KK108151.
- New York knows nothing tastes
better than Hoffman real fruit
beverages ... Hoffman black
cherry sparkling soda. (In The
New York Journal American,
June 15, 1955, p.26) Appl. au-
thor: Warwick & Legler. © 15Jun55;
KK108153.
- New York knows nothing tastes
better than Hoffman real fruit
beverages ... Hoffman quality
lemon soda. (In New York jour-
nal American, May 25, 1955, p.14)
Appl. author: Warwick & Legler.
© 25May55; KK107549.
- New York knows nothing tastes
better than Hoffman real fruit
beverages ... Hoffman, real
fruit, orange sparkling soda.
(In The New York Journal
American, Jan. 27, 1955, p.2)
Appl. author: Warwick & Legler.
© 27Jan55; KK108154.
- New York knows nothing tastes
better than ... Hoffman, real
fruit, black raspberry, spar-
kling soda. (In New York Journal
American, May 11, 1955, p.10)
Appl. author: Warwick & Legler.
© 11May55; KK107550.
- Read the label and you'll always
buy Hoffman. Hoffman, real
fruit, orange sparkling soda.
(In The Norwalk hour, May 25,
1955, p.3) Appl. author:
Warwick & Legler. © 25May55;
KK107986.
- Scientific study at a leading uni-
versity has proved: it's easier
on your system to use Hoffman
... as a mixer ... (In The New
York times, Dec. 29, 1954, p.27)
Appl. author: Warwick & Legler,
Inc. © 29Dec54; KK103656.
- Tangy - not too bitter. Hoffman,
the quinine water with the
pleasant taste. Quinine bottle
with glass. (In The New York
times, May 26, 1955, p.36)
Appl. author: Warwick & Legler.
© 26May55; KK107618.
- Watch your profits climb with the
new Hoffman look. Hoffman orange
soda. (In Grocer-graphic, Feb. 1,
1955, p.23) Appl. author: War-
wick & Legler, Inc. © 1Feb55;
KK104671.
- HOLCOMB, WILLIAM A. & KOSTANTY
ANKUDOWICH d.b.a. COM-KU CO.
SEE Com-Ku Co.
- HOLIHAN BROS. BREWERS, INC. ©
All beers are good, but only Holi-
han's is guaranteed good. (In
Lawrence daily eagle, June 8,
1955, p.2) Appl. author: Hoag
& Provandie, Inc. © Holihan's
Bros. Brewers, Inc.; 8Jun55;
KK107644.
- Brewed under bond means goodness
guaranteed. Holihan's pilsener
beer. (In The Evening tribune,
Lawrence, Mass., May 24, 1955,
p.2) Appl. author: Hoag &
Provandie, Inc. © Holihan's
Bros. Brewers, Inc.; 24May55;
KK107190.
- Brewed under bond tells your guests
you serve the finest. Holihan's
pilsener beer. (In The Lawrence
eagle-tribune, May 10, 1955, p.5)
Appl. author: Hoag & Provandie,
Inc. © Holihan's Bros. Brewers,
Inc.; 10May55; KK107230.
- The first time anywhere. Holihan's
pilsener beer. (In The Salem
news, May 17, 1955, p.3) Appl.
author: Hoag & Provandie, Inc.
© Holihan's Bros. Brewers;
17May55; KK107741.
- Now, here's proof. Holihan's pil-
sener beer. (In The Evening
tribune, Lawrence, Mass., May 3,
1955, p.5) Appl. author: Hoag
& Provandie, Inc. © 3May55;
KK106655.
- The one and only beer brewed under
bond. New, Holihan's pilsener
beer. (In Lawrence eagle-tribune,
May 31, 1955, p.2) Appl. au-
thor: Hoag & Provandie, Inc.
© Holihan's Bros. Brewers, Inc.;
31May55; KK107364.
- HOLLAND (REGINALD H.) INC. ©
Palm reading, Dr. Saxe. Vitamin
pills. Sheet. © 14Feb55;
KK104098.
- The stress factor, Dr. Saxe. Robert
A. Peterman. Vitamin pills.
Sheet. © 4Apr55; KK105528.
- Trace elements at work, Dr. Saxe.
Vitamin pills. Sheet.
© 6Jun55; KK107530.
- HOLLAND-CRAFT PAINT CO., DIVISION
OF TOBIAS PAINT MANUFACTURING CO.
SEE Tobias Paint Manufacturing Co.
- HOLLAND-RANTOS CO., INC. ©
H-R, sterile lubricating jelly for
medical and family use. Net
weight 2 ounces. Label. Appl.
author: Leo Coel. © 15Feb55 (in
notice: 1954); KK104268.
- Hollandex Silicone ointment for
chafing, diaper rash, minor skin
irritations. No.63. Net weight
2.75 oz. Label. Appl. author:
Leo Coel. © 27May55; KK107816.
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It starts today in the Chicago
daily news ... Tangle Towns.
Game. (In Chicago daily news,
Apr. 8, 1955, p.10-11)
© 8Apr55; KK106710.
- HOLSUM UNIFIED BAKERS. ©
Serve it with Holsum. Fried
chicken; small boy. Bread.
Sheet. Appl. author: The W. E.
Long Co. © 15Apr55; KK105745.
- Serve it with Holsum. Toasted
cheese; young woman. Bread.
Sheet. Appl. author: The W. E.
Long Co. © 15Dec54; KK105746.
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VALLEY.
Homer Material says ... Home Build-
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- HOME HAIRCUTTING GUILD OF AMERICA. ©
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Pamphlet. Appl. author: Wendell
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Custodians of closed homes ex-
clusively. There's no end to
our many services. Bulletin
no.HS-5501. Pamphlet. Appl.
author: John R. Burke.
© 18Mar55; KK105183.
- HOOSIER, E. A.
Information concerning Jeep V8 Con-
versions ... Conversion kits.
Sheet. © Edgar A. Hoosier;
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- HORNE (JOSEPH) CO. ©
Your guide to a perfect wedding.
Bridal secretary & consultant
service. 31 p. Appl. author:
Virginia Charles Trimble.
© 1Apr55; KK107068.
- HORTON, WILLIAM P. ©
The Little Reservoir, mop handle
guard. Rubber-cup receptacle.
Label. © 2Apr55; KK105819.

HOSPITAL SERVICE OF SOUTHERN CALIFORNIA. ©
 Passport to peace of mind. Blue Cross. (In The San Diego union, Apr. 6, 1955, p. a-14) Appl. author: Dan B. Miner Co. © 6Apr55; KK106061.
 Protection is a family affair. Blue Cross. (In The Los Angeles times, June 7, 1955, p. 20) Appl. author: Dan B. Miner Co. © 7Jun55; KK107809.
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HOUSE OF DESIGN.
 Trim and Tidy. Train-Ems. Kiddie hanger. Folder. © Audrey Fischman, Lois Tietjen, Ethel Zuckerman, owners of House of Design; 7Jun55; KK108008.

HOUSER ENGINEERING & MANUFACTURING CO., INC. ©
 How much is 3¢? Valve spring shims, gauges. Folder. Appl. author: Clemence Nelson Butts. © 10Feb55; KK104216.

HUDNUT, RICHARD. ©
 New, quick method, Richard Hudnut, Quick, home permanent ... for children. Folder. © 10May55; KK107667.
 New quick method ... Richard Hudnut Quick, new lanolized home permanent. Gentle. Folder. © 15Feb55; KK104645.
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HUDSON INDUSTRIES. ©
 Read these amazing facts from leading agricultural colleges. Spray once, grow a greener lawn in 48 hours. Carac. Lawn conditioning aids. (In The Houston chronicle, Apr. 4, 1955, section A, p. 7) © 4Apr55; KK106110.

HUDSON PULP & PAPER CORP. ©
 Now, a bathroom tissue made especially for women, better for the family, too. New 2-ply Hudson tissue. (In New York world-telegram & sun, Mar. 24, 1955, p. 12) Appl. author: Biow-Beirn-Toigo Co. © 24Mar55; KK105448.

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 Try a Huffy. Bill Stern. Lawnmowers. Display card. Appl. author: Horace McKee Huffman, Jr. © 12Dec54; KK104319.
 Yours free, this new Huffy lawn sweeper worth \$39.95 retail. Bill Stern special. Folder. Appl. author: Horace McKee Huffman, Jr. © 4Apr55; KK105701.

HUGHES, TEK. ©
 Shimmering-clean, lovelier hair; it's so easy with this new hairbrush. Flex-action, by Hughes. (In Ladies' home journal, Dec. 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Nov54; KK103012.

HULL POTTERY CO. ©
 Blossom Flite, by Hull. Ceramic utensils. Folder. Appl. author: John Everett. © 24Jan55; KK103983.

HUNT, W. D. ©
 A better approach to your home ... CAPCO black top driveway, by Cherokee. (In The Knoxville news-sentinel, Mar. 20, 1955, p. C-10) © 20Mar55; KK105366.

HUNT FOODS, INC. ©
 Why do Hunt's new pork and beans taste so good? (In Los Angeles examiner pictorial living, May 22, 1955, p. 6) Appl. author: Young & Rubicam, Inc. © 22May55; KK108173.

HUNTER (H. B.) CO., INC. ©
 Grapefruit smash syrup. Contents 1 gallon. Label. Appl. author: Henry B. Hunter, Jr. © 15Mar55; KK107542.
 Lemon smash syrup. Contents 1 gallon. Label. Appl. author: Henry B. Hunter, Jr. © 15Mar55; KK107545.
 Lime smash syrup. Contents 1 gallon. Label. Appl. author: Henry B. Hunter, Jr. © 15Apr55; KK107544.
 Orange smash syrup. Contents 1 gallon. Label. Appl. author: Henry B. Hunter, Jr. © 15Mar55; KK107543.

HUPP CORP. ©
 You can win this cold war with Hupp Wattsaver economy cooling. Air conditioning equipment. Folder. © 29Dec54; KK104761.

HURRICANE IMPORT CO. ©
 New star for success, the Ali Baba. Rattan peel and wrought iron basket type chair and rocker. Folder. Appl. author: J. S. Perry. © 25Jan55; KK103952.

HY-GRADE SPORTSWEAR CO., INC. ©
 You'll get more pleasure out of leisure in Promenade separates for men. (In The New York times magazine, May 1, 1955, p. 4) © 1May55; KK107439.

HY-LINE POULTRY FARMS. ©
 For more egg profits, you can depend on Hy-Line research. Educational film available, Improving chickens ... (In Agricultural leaders' digest, Oct. 1954) Appl. author: L. H. Harvey. © 1Jan55 (in notice: 1954); KK103282.
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HYNES ELECTRIC HEATING DIVISION, TURBINE EQUIPMENT CO. SEE Turbine Equipment Co.

I

ILLINOIS WATCH CASE CO. d.b.a. ELGIN AMERICAN. SEE Elgin American.

IMPACT SALES CO. ©
 Davy Crockett Punch-A-Way, fun and exercise for all. Balloon. Label. Appl. author: Irving Inwood. © 13May55; KK107746.

IMPERIAL ENTERPRISES.
 Family budget saving plan. Collect as many place settings for free as you wish by shopping here regularly. Premiums: dinnerware; tableware for sales promotion. Sheet. © Imperial Enterprises, D. I. Crawford, owner; 18Nov54; KK102911.
 Family Super budget saver. 1 issued with each \$2 purchase ... redeemable ... at Karbe Super market. Premium card. © Imperial Enterprises, D. I. Crawford, owner; 18Nov54; KK102910.

IMPERIAL KNIFE CO., INC. ©
 Frigid Temper, stainless steel cutlery, by Imperial. Kitchen knives. Display card. Appl. author: Hyman Hendel. © 14Jan55; KK104308.

Imperial Jack-Master made to stay sharp ... Teenie-Weenie, tiny in size, tops in usefulness. Pocket knives. Display card. Appl. author: Hyman Hendel. © 14Jan55; KK104307.

IMPERIAL WAYSIDE FURNITURE CO. ©
 Save - sale price - regular price. Snug as a bug in a rug, Impy, the Imperial cricket. Sales tag card. © 9Aug53; KK102982.

- IMPERIAL WAYSIDE FURNITURE CO. ©
Cont'd.
Snug as a bug in a rug, Impy, the
Imperial cricket. Furniture.
Card. Appl. author: L. M.
Radovsky. © 9Aug55; KK105791.
- INDUSTRIAL CHEMICALS DIVISION,
AMERICAN CYANAMID CO. SEE
American Cyanamid Co.
- INDUSTRIAL INSTRUMENTS, INC. ©
Pickling bath nomograph. Conduc-
tivity equipment. Drawing no.
C-275-A. Sheet. Appl. author:
Robert R. Rosenthal. © 21Apr55;
KK106378.
- INDUSTRIAL PRODUCTS DIVISION, PABST
BREWING CO. SEE Pabst Brewing
Co.
- INDUSTRIAL SHREDDER & CUTTER CO.
The only complete line of paper
shredders in the world. Folder.
© Industrial Shredder & Cutter Co.,
Francis M. Wick, proprietor;
25Mar55; KK105611.
- INDUSTRIAL SOAP DEPT., ARMOUR & CO.
SEE Armour & Co.
- INDUSTRIAL TUBULAR EQUIPMENT CO. ©
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system. Folder. Appl. author:
C. A. Buchen. © 15Jun55; KK108014.
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How. Meet Chief Medium. Adver-
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KK104537.
- INSTA-MATIC STAIR-RIDE MANUFACTURING
CO. OF DALLAS. ©
Come up with the sensible solution
when your doctor says, no more
stair climbing. Insta-Matic
Stair Ride. Automatic stair
elevator. Folder. Appl. au-
thor: Leonard Etcycle Ross.
© 30Apr55; KK107938.
- INSTANT FOOD PRODUCTS CO. ©
Instant Onions. Net weight: 14
ounces. Dehydrated onions in
flake or piece form. Label.
Appl. author: E. George Lamb-
recht. © 25Mar55; KK105258.
- INSTRUMENT DIVISION, ALLEN B. DU MONT
LABORATORIES, INC. SEE Du Mont
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- INSULATION MANUFACTURERS CORP. ©
Inmanco hard maple wood wedges.
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parison chart. (In The Insurance
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Corp., as employer for hire of
Marion Swannie Hall. © 24Jan55;
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electric typewriters. (In Busi-
ness week, Mar. 5, 1955, p.35)
Appl. author: Benton & Bowles,
Inc. © 5Mar55; KK106559.
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Swannie Hall. © 24Jan55;
KK103668.
- INTERNATIONAL CELLUCOTTON PRODUCTS
CO. ©
Bigger, new jumbo Kleenex tissues.
Little Lulu offering Kleenex box
to elephant. Poster. Appl. au-
thor: Winifred S. Snyder.
© 20Feb55; KK105274.
- Blow away, Kleenex can take it.
Little Lulu holding a tissue for
Alvin. Poster. Appl. author:
Winifred S. Snyder. © 20Mar55;
KK104225.
- Did you ever? by Little Lulu. Chil-
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p.128) Appl. author: Winifred S.
Snyder. © 8Mar55; KK104780.
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Child's meal scene. Kleenex
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6, 1955, section 2, p.1) Appl.
author: Winifred S. Snyder.
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Appl. author: Leah Anderson.
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Appl. author: Wesley E. Marchuk.
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the money - colors, too. Little
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author: Wesley E. Marchuk.
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Appl. author: Wesley E. Marchuk.
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- INTERNATIONAL ELECTRIC CO. ©
Big news. It's here now, Fence-
O-Matic, electric fencers.
Folder. Appl. author: Lloyd
Wilbur Byrnes. © 3Jan55;
KK103296.
- Big sale and free demonstration.
Fence-O-Matic, electric fencer.
Folder. Appl. author: Lloyd
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KK103297.
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Matic, electric fencing. Appl.
author: Lloyd Wilbur Byrnes.
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- New, International, Fence-O-Matic,
the improved Weed Chopper elec-
tric fencer. Display card.
Appl. author: Lloyd Wilbur Byrnes.
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- New, International Fence-O-Matic,
the sure stock stopper in elec-
tric fencing. Folder. Appl.
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Weed Chopper, electric fence ...
The bump of the electric charge
... (In The Ohio farmer, June 4,
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Wilbur Byrnes. © 1Jun55; KK107855.
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Weed Chopper, electric fence ...
They may try it, but the bump they
will get from the electric charge

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The sure stock stopper ... Fence-O-Matic electric fencers. Mail folder. Appl. author: Lloyd Wilbur Byrnes. © 1Mar55; KK104883.

INTERNATIONAL HARVESTER CO. ©

Newest IH refrigerator gives you biggest size in smallest space. (In This week magazine (Chicago daily news), May 8, 1955, p.18) Appl. author: Leo Burnett Co., Inc. © 7May55; KK106679.

Outgrowing your refrigerator? Now, a big 12-footer that fits small kitchens. IH. (In This week magazine (Chicago daily news), June 4, 1955, p.35) Appl. author: Leo Burnett Co., Inc. © 4Jun55; KK107912.

INTERNATIONAL LATEX CORP. ©

Assembly instructions for your Playtex High Style bra display and Living Bra display. P1067. Sheet. © 25Mar55; KK106131.

Enfin, confortables pour bebe, pratiques pour sa mere. Playtex baby pants. P1017A. Streamer. © 5Jan55; KK103331.

1st girdle to give you the new French look with the freedom you love. New Playtex High Style girdle. Ad no.G434. Sheet. © 7Feb55; KK103916.

1st girdle to give you the new French look with the freedom you love. New Playtex High Style girdle. Ad no.G439. Sheet. © 7Feb55; KK103915.

The greatest summer white promotion ever offered featuring Dress-Eez in summer white. (Dryper-Silk pant and Dress-Eez presentation folder) P1084. Baby pants. © 9May55; KK108051.

Having a wonderful time. Playtex Living bra. Ad no.BR31. Sheet. © 23May55; KK108055.

Here's an amazing new waterproof material never before used in baby pants. It's only in Playtex Powder Puff pants. Ad no.B192. Sheet. © 1Feb55 (in notice: 1954); KK103912.

Here's an amazing new waterproof material never before used in baby pants. It's only in Playtex Powder Puff pants. Ad no.B193. Sheet. © 1Feb55 (in notice: 1954); KK103913.

Here's how you achieve the long, lean look. Playtex High Style girdle; Playtex Living bra. Ad no.BRG39. Sheet. © 8Mar55; KK105488.

Here's the inside story on fabulous Playtex girdles. This is the Magic-Controller ... Strobe model; blond; newspaper background; bra squib. (In The New York times magazine, Nov. 21, 1954, p.2) Appl. author: Foote, Cone & Belding. © 21Nov54; KK102920.

Hollywood stars and smart women everywhere wear Playtex swim caps. Gloria de Haven and 2 others; (In Photoplay, v.47, no.5, p.77) Appl. author: Reach, Yates & Mattoon, Inc. © 5Apr55; KK105883.

In the stores now stocking it, Playtex Living bra dollar volume has exceeded that of any other single bra. P1025. Folder. © 7Jan55; KK103336.

The inside story of fabulous Playtex girdles. The one and only girdle with figure-molding latex outside, kitten-soft fabric inside ... (In McCall's, Nov. 1954, p.12) Appl. author: Foote, Cone & Belding. © 19Oct54; KK106142.

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Instruction for setting up Fountain of Youth rod display. P1092. Girdles. Sheet. © 18May55; KK108052.

Instructions for placement of Playtex merchandise in counter merchandiser, no.6. P1080. Baby needs. Sheet. © 18Apr55; KK106122.

Instructions for placement of Playtex merchandise in metal floor stand, no.4 (678) P1079. Baby needs. Sheet. © 18Apr55; KK106123.

Introducing French lift plus fabulous fit. Playtex High Style bra. P1053. Label. © 8Mar55; KK105284.

Introducing Playtex Living bra. Gleaming white, needs no ironing. (In Charm, Nov. 1954, p.5) Appl. author: Foote, Cone & Belding. © 22Oct54; KK102919.

Introducing Playtex Living bra. In gleaming white, wonderfully washable ... Blond, strobe model and branches. (In Life, Nov. 8, 1954, p.5) Appl. author: Foote, Cone & Belding. © 5Nov54; KK102921.

Introducing the first girdle to give you that French look ... New Playtex High Style girdle. P1030. Card. © 21Jan55; KK103613.

Introducing the first girdle to give you that French look ... New Playtex High Style girdle. P1032. Streamer. © 17Jan55; KK103610.

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Introducing the new Playtex High Style panty brief. P1074. Display card. © 30Mar55; KK106140.

Introducing, the wonderful new Playtex bra that gives you French lift plus fabulous fit. New Playtex High Style bra. P1052 A. Streamer. © 8Mar55; KK105286.

It's elastic and nylon. Introducing Playtex Living bra. Custom contoured to flatter ... B&W ad, blond strobe model. (In Glamour, Jan. 1955, p.12) Appl. author: Foote, Cone & Belding. © 22Dec54; KK107108.

It's elastic and nylon. Introducing Playtex Living bra. Custom contoured to flatter, feel and fit as if fashioned for you alone. Blond, strobe model. (In Good housekeeping, Dec. 1954, p.3) Appl. author: Foote, Cone & Belding. © 20Nov54; KK102917.

Keep your baby socially acceptable in Playtex baby pants. (In Life, Feb. 7, 1955, p.7) Appl. author: Reach, Yates & Mattoon, Inc. © 7Feb55; KK104480.

Long, lean, lithe and lovely, that's you in Playtex. Bras & girdles. Ad no.BRG40. Sheet. © 8Mar55; KK105489.

March 6 that's the day when women all over America will see this exciting ad ... Introducing the first girdle to give you that French look plus American freedom. New Playtex High Style girdle. Sheet. © 17Jan55; KK103609.

May white sale. Save plenty on Playtex Heart-Rest pillows. P1051. Label. © 8Mar55; KK105285.

May white sale; plump savings on plump Playtex Heart-Rest pillows. Ad no.P5224. Sheet. © 8Mar55; KK105485.

May white sales ... Come save now on Playtex Heart-Rest pillows. Ad no.P5225. Sheet. © 8Mar55; KK105486.

Merry Christmas to all, and to all, a good night, with Playtex Heart-Rest pillows. Suggested layout for 1000 line mat ad no.5215. Sheet. © 18Oct54; KK103231.

Molds you, holds you, pampers you; Playtex Magic-Controller. B & W ad, strobe, 3 insert pictures, solarized model. New Playtex Living bra. (In Glamour, Jan. 1955, p.6) Appl. author: Foote, Cone & Belding. © 22Dec54 (in notice: 1955); KK107107.

Molds you, holds you, pampers you; Playtex Magic-Controller. Dress model, girdle close-up, kitten, strobe, solarized girdle & bra model. New Playtex Living bra. (In Life, Dec. 13, 1954, p.7) Appl. author: Foote, Cone & Belding. © 10Dec54; KK103256.

Molds you, holds you, pampers you; Playtex Magic-Controller. Dress model, girdle close-up, kitten, strobe, solarized girdle model. New Playtex Living bra. (In True story, Feb. 1955, p.19) Appl. author: Foote, Cone & Belding. © 7Jan55; KK102916.

N.A.R.D. says it better than we can. This is the Playtex Self-Serv that makes the baby needs department complete. P1022. Folder. © 5Jan55; KK103335.

The naked truth about the girl in the locker room. Playtex High Style panty brief. Ad no.G442. Sheet. © 30Mar55; KK106136.

New low price for Playtex Happy Pants, only 89¢. P1013. Streamer. © 4Jan55; KK103332.

New Playtex bra that gives you French 1-i-f-t and fabulous fit. New Playtex High Style bra. Ad no.BR24. Sheet. © 4Mar55; KK105487.

The new Playtex High Style bra that gives you French lift plus fabulous fit. Ad no.BR27. Sheet. © 5Apr55; KK106135.

New Playtex High Style girdle. First girdle to give you the new French look with the freedom you love. Ad no.G436. Sheet. © 7Feb55; KK103914.

New way to hand beauty, works because it's nature's way. Playtex Living gloves. P1078A. Streamer. © 8Apr55; KK106126.

New way to hand beauty works because it's nature's way. Playtex Living gloves. (In The New York times magazine, May 8, 1955, p.2) Appl. author: Reach, Yates & Mattoon, Inc. © 8May55; KK106809.

INTERNATIONAL LATEX CORP. © Cont'd.

New way to hand beauty, works because it's nature's way. Playtex Living ... gloves give you lovelier hands in only 9 days. 3 glamorous colors. P1075. Sheet. © 8Apr55; KK106141.

Now, control those calorie-curves. New Playtex Magic-Controller. Girdles. Sheet. © 23Oct53; KK106137.

Now, heavenly comfort, from A to D, no matter how active you may be. New Playtex Living bra. P1095. Window sticker. © 23May55; KK108056.

Now it can be yours ... New Playtex High Style girdle. Ad no. G428. Sheet. © 24Jan55; KK103614.

Now it can be yours ... New Playtex High Style girdle. Ad no. G432. Sheet. © 24Jan55; KK103611.

Now, the only 100 % sure way to protect hands from cleansers, bleaches, detergents. Playtex Living Gloves. (In The New York times magazine, Jan. 30, 1955, section 6, p.2) Appl. author: Reach, Yates & Mattoon, Inc. © 30Jan55; KK104576.

One good curve deserves another. New Playtex High Style girdle ... High Style bra. Ad no. BRG46. Sheet. © 31May55; KK108058.

Overnight, this bra has become a startling success ... New Playtex Living bra, custom-contoured to flatter, feel and fit as if fashioned for you alone. Strobe, sales clerk & customer. (In Life, Dec. 20, 1954, p.83) Appl. author: Foote, Cone & Belding. © 17Dec54; KK103257.

Overnight this bra has become a startling success with America's best dressed women ... New Playtex Living bra custom-contoured to flatter ... B&W, strobe, customer-fitting. (In The New York times magazine, Dec. 19, 1954, p.2) Appl. author: Foote, Cone & Belding. © 19Dec54; KK107223.

Perfect fit any way you look at it. New Playtex Living bra of elastic and nylon. (In The New York times magazine, Feb. 13, 1955, p.2) Appl. author: Foote, Cone & Belding. © 13Feb55; KK106144.

Perfect under slacks, swimsuits, shorts, the new Playtex High Style panty brief. P1071. Stuffer. Label. © 30Mar55; KK106133.

Playtex baby needs guard your baby's health and comfort. Featuring Happy Pants ... P1024. Streamer. © 6Jan55; KK103333.

Playtex baby pants have given stores all over the country more dollar volume and more profits per square foot than any other branded infants wear line. P1066. Folder. © 25Mar55; KK106134.

Playtex hand saver gloves. P1001. Card. © 10Jan55 (in notice: 1954); KK103911.

Playtex panty briefs for every summer activity. New Playtex High Style panty brief. Ad no. G441. Sheet. © 18Apr55; KK106125.

Playtex panty briefs for every summer activity. New Playtex High Style panty brief. Ad no. G442. Sheet. © 18Apr55; KK106124.

Playtex spill-proof bibs. 69¢. P959. Poster. © 21Dec54; KK103337.

Playtex, the swim cap of the stars. (Playtex swim cap package) P1016A. Ginger Rogers. Label. © 4Mar55; KK108050.

Promotion plans for February 1955. Baby needs, girdles, bras & gloves. Sheet. © 30Dec54; KK103330.

Promotion plans for April 1955. Bras, girdles, baby needs & gloves. Sheet. © 18Mar55; KK106138.

Promotion plans for May 1955. Baby needs, girdles, gloves & bras. Sheet. © 8Apr55; KK106139.

Promotion plans for June 1955. Girdles, bras, baby needs & gloves. Sheet. © 19May55; KK108054.

Sale discontinued style Playtex girdles, fabric inside, latex outside. P994 A. Streamer. © 19May55; KK108053.

The sensational Playtex Living bra, now in D cup. P1093. Folder. © 23May55; KK108057.

Set-up for Playtex baby pants and bibs. Shelf merchandiser no. 648. P1062. Sheet. © 18Mar55; KK106132.

Set-up for Playtex Handsaver gloves. Shelf merchandiser, no. 647. P1064. Sheet. © 18Mar55; KK106130.

Set-up for Playtex Living gloves. Shelf merchandiser no. 646. P1063. Sheet. © 18Mar55; KK106129.

Set up for Playtex Self-Serv glove display no. 665. Instruction sheet. © 7Jan55; KK103334.

Soft as a bunny's ear, waterproof as a duck's back. Here's an amazing new waterproof material never before used in baby pants ... Playtex Powder Puff pants. (In Parents' magazine, May 1955, p.21) Appl. author: Reach, Yates & Mattoon, Inc. © 25Apr55; KK106252.

Stores all over America will introduce the Playtex High Style girdle on February 6, 1955. P1029. Sheet. © 17Jan55; KK103612.

We aren't prophets, but we create profits. Playtex fabric-lined garter girdles; Playtex High Style girdle. P1015. Folder. © 30Dec54; KK103329.

Wonderful for dishwashing. Playtex Living gloves for lovelier hands in only 9 days while you work. P1077. Streamer. © 8Apr55; KK106127.

Wonderful for housework. Playtex Living gloves ... P1076. Streamer. © 8Apr55; KK106128.

INTERNATIONAL MINERALS & CHEMICAL CORP. ©

Favorite family recipes. Ac'cent. Monosodium glutamate. Folder. © 15Nov54; KK103436.

INTERNATIONAL NICKEL CO., INC. ©

No snow too deep; no road too steep for snow-boat pontoons with Inco nickel in them. (In Newsweek, Feb. 7, 1955, p.32) © 3Feb55; KK103950.

Now Inco makes ores smelt themselves. (In Forbes, June 1, 1955, p.4 of cover) © 29May55; KK107987.

Now Inco nickel alloy leggings protect sea-lashed piling from corrosion. (In Collier's, June 10, 1955, p.87) © 27May55; KK108035.

Slow-motion proof that Inco-developed Ductile cast iron is a cast iron with exceptional strength. (In Dun's review & modern industry, Mar. 1955, p.30) © 10Mar55; KK105649.

Soon, iron from a nickel mine. Pioneering new Inco process will add 1,000,000 tons a year ... (In Newsweek, Jan. 10, 1955, p.16) © 6Jan55; KK103739.

Stop fire at sea before it starts; plan Inco nickel into power boat gas tanks. (In Collier's, May 13, 1955, p.7) © 29Apr55; KK108034.

When you get 'em hot and fast, you have Inco nickel in the heating units of your electric range. (In Newsweek, Apr. 4, 1955, p.37) © 31Mar55; KK105650.

INTERNATIONAL PAPER CO. ©

The forester counsels the tree grower. Trees help balance the farm. June 1955 calendar. © 16May55; KK106918.

Maximum utilization of the tree. July 1955 calendar. © 15Jun55; KK107701.

The modern way of teaching young tree growers. A class in the woods. May 1955 calendar. © 15Apr55; KK105915.

Nature: the incomparable tree planter. Tree marking for selective cutting. Mar. 1955 calendar. © 16Feb55; KK104421.

New era of forest management. Spraying for forest infestation. Apr. 1955 calendar. © 15Mar55; KK104983.

Providing future income for young tree farmers. Teaching the younger generation how to grow trees. Feb. 1955 calendar. © 13Jan55; KK103386.

INTERNATIONAL SALES INCENTIVES, INC. ©

Announcing, select your own trip. Salesmen's contest materials. Sheet. Appl. author: Harold D. Laidley. © 17Nov54; KK103100.

INTERNATIONAL SILVER CO. ©

All 4 teaspoons for \$1.00. Holmes & Edwards, sterling inlaid silverplate. (In Better homes & gardens, Sept. 1953, p.14) Appl. author: Cunningham & Walsh, Inc. © 25Aug53; KK106375.

For only \$3.75 a week, a complete service for 8 of International Sterling. (In Seventeen, Oct. 1954, p.2) Appl. author: Young & Rubicam, Inc. © 10Oct54; KK107585.

International co-operates with Santa to give you the loveliest gift of all. Sterling silverware. (In Seventeen, Dec. 1954, p.2) Appl. author: Young & Rubicam, Inc. © 1Dec54; KK107586.

INTERSTATE BAKERIES CORP. ©

Butter-nut bread has the Good house-keeping seal. Schulze. (In Good housekeeping, Nov. 1953, p.183) © 21Oct53; KK106599.

INWOOD FORD. ©

\$1000 cash, says Inwood Ford beats anybody's deals. Automobiles. © 25May55; KK107813.

IOWA VALVE CO. ©

Iowa cast iron valves, fire hydrants, accessories. Catalog 154. 107 p. © 15Sep54; KK104921.

IRON FIREMAN MANUFACTURING CO.

Moe electric hoe saves lots of time, lots of energy. (In Flower grower, May 1955, p.21) Appl. author: Joseph R. Gerber Co. © Moe Hoe Division, Iron Fireman Manufacturing Co.; 1May55; KK106992.

ISCHINGER, ERIC.

It's so easy with a Puttor. Garden tool. (In The New York times,

Mar. 20, 1955, p.14XX) © Eric Ischinger (in notice: Ischinger); 20Mar55; KK105981.

IVY HILL FOREST.

This is Perkie ... Introducing Perkie, we're growing plants. Folder. © 21Mar55; KK105058.

J

JACK & HEINTZ, INC. ©

A-C generators, a report ... Precision machinery. (In Aviation week, Oct. 18, 1954, p.60-61) Appl. author: Edward J. Martin. © 15Oct54; KK106283.

A-C systems for aircraft. Precision machinery. (In American aviation, Apr. 25, 1955, p.6-7) Appl. author: Edward J. Martin. © 25Apr55; KK106689.

A-C voltage regulators. Precision machinery. (In Aviation week, Jan. 17, 1955, p.48) Appl. author: Edward J. Martin. © 14Jan55; KK104038.

Customized electric motors. J & H authorized service station directory. Rev. Feb. 1, 1955. Folder. Appl. author: Harry D. Kurtz. © 2Feb55; KK103997.

Design your product to do a job, not to fit a motor. Precision machinery. (In Factory management & maintenance, Mar. 1955, p.9) Appl. author: Edward J. Martin. © 1Mar55; KK105713.

J & H customized motors power 9 leading floor machines. Precision machinery. (In Electrical manufacturing, Jan. 1955, p.9) Appl. author: Edward J. Martin. © 1Jan55; KK104302.

J & H, primary source for A-C or D-C aircraft electric equipment. Precision machinery. (In The Cleveland, May 1955, p.63) Appl. author: Edward J. Martin. © 1May55; KK107705.

Jack & Heintz motors answer toughest job requirements for the Overhead Door. Customized electric motors ... (In Machine design, June 1955, p.46-47) Appl. author: Edward J. Martin. © 7Jun55; KK107966.

New A-C circuit breaker. Precision machinery. (In Aviation week, Nov. 22, 1954, p.45) Appl. author: Edward J. Martin. © 19Nov54; KK106282.

New circuit breaker for A-C systems. Precision machinery. (In Aviation week, Apr. 18, 1955, p.45) Appl. author: Edward J. Martin. © 15Apr55; KK107308.

New 3-phase high altitude inverters deliver full load at 50,000 feet. Precision machinery. (In Aviation week, Feb. 28, 1955, p.47) Appl. author: Edward J. Martin. © 25Feb55; KK104719.

JACKSON, CECIL M. d.b.a. TRU-CRAFT. SEE Tru-Craft.

JACKSON (W. E.) & CO.

Bind-A-Kit for binding and repairing books, complete materials and easy to follow instructions. Label. Appl. author: Robert E. Jackson. © William E. Jackson d.b.a. W. E. Jackson & Co.; 1Apr55; KK106405.

JACKSON, WILLIAM E. d.b.a. W. E. JACKSON & CO. SEE Jackson (W. E.) & Co.

JACKSON & CHURCH CO.

Jackson & Church warm air furnaces. Folder. Appl. author: Poehl & Beck Advertising Agency. © Jackson & Church Co. (in notice: Jackson & Church Furnace Division); 16Feb55; KK106103.

JACKSON & CHURCH FURNACE DIVISION. SEE Jackson & Church Co.

JACOBS (JOSEPH) ORGANIZATION, INC. © Important Jewish holidays. Kosher parve homogenized Spry. Vegetable shortening. Label. © 25Aug54; KK103005.

JACOBSON (F.) & SONS, INC. © Reserved for the man who wears Jayson shirts, sportwear, pajamas because they fit to perfection. (In The Saturday evening post, Nov. 21, 1953, p.143) Appl. author: A. J. Silberstein & Bert Goldsmith, Inc. © 21Nov53; KK106330.

JACOBY (MEYER) CORP. ©

Happy birthday, Meyer Jacoby. Meyer Jacoby's 35th anniversary gift to the doll industry. Doll patent. (In Playthings magazine, Sept. 1954, p.110) Appl. author: S. Harold Labow. © 15Sep54; KK102864.

JAMISON MANUFACTURING CO. ©

The swing is to Jamison of California, playground of the world, recreation equipment. Sheet. © 5Feb54; KK103001.

JARVIS, JOHN, DON LINDO & WALTON CROUCH d.b.a. TRIANGLE AD ART. SEE Triangle Ad Art.

JEFFREY-ALLAN INDUSTRIES, INC.

Get fast, profitable sales with the industry's finest magnetic ash tray. The all aluminum magnetic ash tray, the Diplomat, by Jeffrey-Allan. Automotive accessories. Sheet. © Seymour Kulwin d.b.a. Jeffrey-Allan Industries, Inc.; 7Feb55; KK104099. Look at the male appeal and sales appeal in these 12 curvaceous beauties exclusive with the new Jeffrey-Allan Bachelor Tray for car, home ... Sheet. © Seymour Kulwin d.b.a. Jeffrey-Allan Industries, Inc.; 7Feb55; KK104100.

JENISCH (PAUL) CREATIONS.

Top-Five, the family game. Label. © Paul Jenisch d.b.a. Paul Jenisch Creations; 6Jun55; KK108201.

JERDEE, MEL D. ©

Face facts. Printers' service. Sheets & cut. © 3Feb55; KK105497.

JERDEE, MELLVIN DUTTON. SEE JERDEE, Mel D.

JESTS, INC. ©

Faster dissolving, faster acting. Jests, antacid mint tablets. 12 tablets. Medicinal product. Label. © 30Dec54; KK104027.

JIL PRODUCTS. ©

Airlift room spray. 6 1/2 fl. ozs. Label. Appl. author: Lila Terry. © 7Jan55; KK103760.

JOHN'S GREENHOUSE.

Dew Spray-It, plant polish and cleaner. Contents: 8 ounces. Label. Appl. author: John D. Overby. © John D. & Alberta Overby d.b.a. John's Greenhouse; 15Oct54; KK103226.

JOHNS-MANVILLE. ©

Keep your slush pumps working. Save on repacking with Johns-Manville Wildcat rod packing. Cumpac no.239. Counter card. Appl. authors: Harold Ross Poulson & Herman Bunsen Heyn. © 19May54; KK104157.

JOHNSON (SAM) & SON'S FISHERIES, INC. ©

Mid-winter fishing. New price list for 1955. Fresh from our nets, daily. Folder. Appl. author: W. A. Fisher Co. © 20Jan55; KK103470.

New fish price list; prices lower during Lent. Folder. © 7Mar55; KK104678.

JOHNSON & JOHNSON, CHICAGO.

Which will win the blue ribbon? Rapid-Flo filter disks. (In Pure milk news of Chicagoland dairy farmers, May 1954, p.9) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 21May54; KK105033.

JOHNSON & JOHNSON, NEW BRUNSWICK, N. J. Hospital net price list. Dec. 1, 1954. H-99. Surgical dressings. Folder. © Johnson & Johnson; 15Dec54; KK103359.

Net costs to surgical appliance distributors. Jan. 3, 1955. SAD-1. Sheet. © Johnson & Johnson; 26Jan55; KK104881.

Net costs to surgical appliance retail dealers. Jan. 3, 1955. ARD-1. Sheet. © Johnson & Johnson; 26Jan55; KK104894.

Net costs to surgical supply house distributors. Dec. 1, 1954. S-99. 12 p. © Johnson & Johnson; 16Dec54; KK103357.

Talco Johnson para ninos. Aceite ... Jabon ... Baby products. Poster. © Johnson & Johnson; 11Mar55; KK107208.

JONES, FORREST A. ©

Ear-Aid, hear better without amplification. (In The Oregonian, Portland, Or., Dec. 23, 1954, p.4) © 23Dec54; KK103312.

JOY MANUFACTURING CO.

For baby's protection, Joy diaper pins. 25¢. 4 pins. Display card. © Barrett A. Sorrell d.b.a. Joy Manufacturing Co.; 5Apr55; KK106014.

JOYCE (WILLIAM) DIVISION, JOYCE, INC. SEE Joyce, Inc.

JOYCE, INC.

Light as a feather, rugged as tournament play; Wm. Joyce, the golf shoes for men and women. (In Golf-dom, Mar. 1954, p.59) Appl. author: Ross Roy, Inc. © William Joyce Division, Joyce, Inc.; 1Mar54; KK103961.

JU-C-ORANGE OF AMERICA.

Pennsylvania Dutch birch beer. 16 oz. Carbonated beverages. Label. Appl. author: Thomas D'Addario. © Irwin G. & Nathan B. Krim t.a. JU-C-Orange of America; 18May54; KK105164.

Try a Dutch Float, Pennsylvania Dutch birch beer with vanilla ice cream. Streamer. Appl. author: Jesse Kram. © Irwin G. & Nathan B. Krim t.a. Ju-C-Orange of America; 19Aug54; KK102914.

JUDSON DUNAWAY CORP. ©

Get rid of toilet bowl odor. Keep your bathroom fresh as a daisy; use perfumed Vanish toilet bowl cleaner. (In Family circle, Feb. 1955, p.82) Appl. author: J. M. Mathes, Inc. © 24Jan55; KK103758.

Get rid of toilet bowl odor and stains, keep your bathroom fresh as a daisy. Vanish toilet bowl cleaner. (In Better homes & gardens, Feb. 1955, p.174) Appl. author: J. M. Mathes, Inc. © 24Jan55; KK104441.

Get rid of toilet bowl odor and stains. Keep your bathroom fresh as apple blossoms. Vanish toilet bowl cleaner. (In McCall's, Feb. 1955, p.139) Appl. author: J. M. Mathes, Inc. © 1Feb55; KK106991.

JUDSON DUNAWAY CORP. © Cont'd.
Get rid of toilet bowl odor and stains. Keep your bathroom fresh as lilac time. Vanish toilet bowl cleaner. (In Woman's day) Appl. author: J. M. Mathes, Inc. © 28Mar55; KK105381.

No work, no worry, no moths, kill them with Expello ex-ray vapor. Insecticide. Folder. Appl. author: J. M. Mathes, Inc. © 10Jan55; KK103233.

What you don't know about moths can hurt you. Expello. Insecticide. Pamphlet. Appl. author: J. M. Mathes, Inc. © 13Apr55; KK105900.

K

K & K PRODUCTS CO.

Grime-Go, waterless hand cleaner & softener with lanolin added. Contents: one pint. Label. © K & K Products Co., partnership composed of Jaymes E. Kelley & Vincent S. Klikna; 10Jul54; KK102993.

K-T GAMES, INC. ©

A game of wit, wile and wariness, Ten-Q. Label. © 4Mar55; KK107110.

KEEBLER BISCUIT CO., a division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

KELLEY, JAYMES E., and VINCENT S. KLIKNA, composing the partnership of K & K PRODUCTS CO. SEE K & K Products Co.

KELLING NUT CO. ©

New retail prices, effective April 18, 1955. Nut products. Label. © 22Apr55; KK106253.

KELLOGG (R. M.) CO. ©

Can you spare a few minutes to grow 3,000 flowers like these? Azalea-mum. (In The American weekly, Apr. 4, 1954, p.24) Appl. author: American Biotical Corp. © 4Apr54; KK106771.

These flowers never existed before 1951. Azaleamum. (In The Cleveland press, Apr. 28, 1953, p.21) Appl. author: American Biotical Corp. © 28Apr53; KK106766.

These flowers never existed before 1952. Miracle chrysanthemums. (In Philadelphia inquirer, Apr. 26, 1953, comic section) Appl. author: American Biotical Corp. © 26Apr53; KK106770.

You are now looking at an Azalea-mum. Flowers. Folder. Appl. author: American Biotical Corp. © 1Mar54; KK106769.

KELLOGG-AMERICAN. SEE American Brake Shoe Co.

KELLOGG CO. ©

Special K, high-protein food. Net weight 6 1/2 oz. Cereal. Label. © 7Mar55; KK104639.

KENDALL (WALTER) FOODS, INC. SEE Kendall Foods, Inc.

KENDALL FOODS, INC. ©

Announcing special Fives combination sale. Dog food. (In Southern California grocers journal, Jan. 7, 1955, p.11) Appl. author: Dan B. Miner Co. © 7Jan55; KK103108.

Be good to your dog; try the only completely different dog food with 5 flavors in every package. Walter Kendall Fives; dog biscuits; kibbled dog food. (In The Denver post, Mar. 10, 1955,

p.48) Appl. author: Dan B. Miner Co. © Kendall Foods, Inc. (in notice: Walter Kendall Foods, Inc.); 10Mar55; KK104945.

Now here, completely different dog food, 5 flavors in every package. Biscuits for breakfast, kibbled for dinner. Walter Kendall dog food. (In Wyoming State tribune, Cheyenne, Wyo., Feb. 10, 1955, p.21) Appl. author: Dan B. Miner Co. © 10Feb55; KK104524.

Now here, completely different dog food, 5 flavors in every package. Feed Fives ... Walter Kendall dog biscuits, kibbled dog food. (In The Denver post, Feb. 10, 1955, p.50) Appl. author: Dan B. Miner Co. © 10Feb55; KK104523.

Only your hand can protect your pet from hidden hunger. Walter Kendall Fives, kibbled dog food. (In Sunset, Feb. 1955, p.136) Appl. author: Dan B. Miner Co. © 25Jan55; KK103851.

Owners can help dogs live longer, says expert. Walter Kendall Fives; dog biscuits; kibbled dog food. (In The Sedalia, Mo. democrat, Apr. 28, 1955, p.6) Appl. author: Dan B. Miner Co. © 28Apr55; KK106897.

Special combination sale to introduce your dog to a longer, healthier life. Walter Kendall Fives; dog biscuits; kibbled dog food. (In Los Angeles times, Feb. 10, 1955, pt.1, p.24) Appl. author: Dan B. Miner Co. © 10Feb55; KK104164.

KENLEE-KARDEN CO. ©

Animal acts. Series no.4: Nos.1-13, 14-26, 27-39, 40-52. Ad-mats. Sheets. © 1Mar54; KK105195.

Lucky Louie. Series no.4: 1-13, 14-26, 27-39, 40-52. Ad-mats. Sheets. © 1Mar54; KK105194.

KENMAR MANUFACTURING CO. ©

These are also twin beds, believe it or not. Kenmar Slide-A-Bed ... (In Retailing daily, Apr. 8, 1955, p.3) Appl. author: Kenneth M. Rode. © 8Apr55; KK106372.

What makes a chair contoured? Swing King contoured reclining chairs. (In Retailing daily, Mar. 18, 1955, p.5) Appl. author: Kenneth M. Rode. © 18Mar55; KK105009.

KENNARD CORP. ©

Kennard QT engineered water savers. Bulletin no.QT-3. Air conditioning equipment. Folder. © 6May55; KK106653.

KENNA TRACK CORP. ©

Kennatrack sliding door hardware. Buyer's guide ... Catalog no.154. 21 p. Appl. author: Juhl Advertising Agency. © 15Feb54; KK107049.

KENTILE, INC. ©

Brighten up your business with low-cost long-lasting Kentile floors and walls. (In The Saturday evening post, June 20, 1953, p.66) © 17Jun53; KK104519.

Kencork floors, walls, for practical luxury. Folder. © 29Mar54; KK106402.

Put yourself in his shoes. Kentile floor and wall tile. (In Nation's business, Feb. 1953, p.6) © 26Jan53; KK104518.

KESSLER SHOE MANUFACTURING CO., INC. ©

Mother Goose, children's shoes. Label. Appl. author: Earl Robinson. © 13May55 (in notice: 1954); KK107132.

KIDDIE KEY CO.

Kiddie Key creative sewing. Dress-E-Pee. No.12. Patterns. Label. Appl. author: Mrs. Johnny LaRue Dorsey. © Woodrow Eugene Dorsey & Mrs. Johnny LaRue Dorsey d.b.a. Kiddie Key Co.; 17Mar55; KK105079.

KIEKHAEFER CORP. ©

Different as night and day. Kiekhaefer Mercury for 1955. Outboard motors. (In Motor boating, annual show number, p.22-23) © 15Jan55; KK107053.

How it feels to take off with a super silent Kiekhaefer Mercury. Outboard motors. (In Motor boating, May 1955, p.17) © 1May55; KK107302.

Kiekhaefer Mercury gets you there and brings you back with safe, sure Flo-Torq drive. Mark 25E. Outboard motors. (In Time, May 23, 1955, p.59) © 23May55; KK107239.

Kiekhaefer Mercury keeps vibration from your boat ... Mark 55E MercElectric. Outboard motors. (In Time, Apr. 11, 1955, p.90) © 11Apr55; KK108028.

Kiekhaefer Mercury outboard motors - accessories. 17 p. © 4Apr55; KK106996.

Kiekhaefer Mercury outboards. Mark 25E ... engine. (In Time, Apr. 25, 1955, p.71) © 25Apr55; KK107395.

The kind of engine that appeals to fishermen. That's Kiekhaefer Mercury, says Jeff Drury. Outboard motors. (In Fishing gazette, Apr. 1955, p.14) © 15Apr55; KK107058.

Like a thrill-ride through outer space. New Kiekhaefer Mercury Mark 20 H. Outboard motor. (In Boat sport, Mar. 1954, p.4 of cover) Appl. author: Baker, Johnson & Dickinson. © 10Feb54; KK104135.

Make America's choice your choice. Choose Kiekhaefer Mercury outboard motors. (In Fishing gazette, Feb. 1955, p.3 of cover) © 1Feb55; KK107301.

Mark of the true sportsman. Kiekhaefer Mercury Mark 20. Outboard motors. (In Popular mechanics, Feb. 1954, p.267) Appl. author: Baker, Johnson & Dickinson. © 29Jan54; KK103960.

More power with less fuel with Kiekhaefer Mercury high compression ratio ... Mark 55E MercElectric. Outboard motors. (In Time, June 20, 1955, p.54) © 20Jun55; KK108029.

Most powerful name in outboards, different as night and day, Kiekhaefer Mercury 1955 models. 22 p. © 20Mar55; KK106995.

Performance proved. Kiekhaefer Mercury. Outboard motors. (In Fishing gazette, Jan. 1954, p.13) Appl. author: Baker, Johnson & Dickinson. © 15Jan54; KK105316.

Quiet as a tiger on the prowl. New Kiekhaefer Mercury Mark 25E. Outboard motors. (In Motor boating, Apr. 1955, p.72) © 15Apr55; KK107007.

Salt water or fresh, fair weather or foul; nothing stops a Kiekhaefer Mercury. Outboard motors. (In Fishing gazette, Mar. 1954, p.2 of cover) Appl. author: Baker, Johnson & Dickinson. © 15Mar54; KK103937.

Smooth power at any speed with Kiekhaefer Mercury vari-timed valves. Super silent Mark 6. Outboard motors. (In Time, June 6, 1955, p.77) © 6Jun55; KK108032.

Your key to command performance.
Kiekhæfer Mercury Mark 55E
MercElectric. Outboard motors.
(In Motor boating, Mar. 1955,
p.207) © 15Mar55; KK107059.

KIGLER, BARBARA ANNE d.b.a. M J
DEVELOPMENT CO. SEE M J Develop-
ment Co.

KING, WALTER W.
Fine stationery. Iowa Originals,
by King. Label. © Walter
Woodrow King; 1Apr55; KK107484.

KINGSPORT PRESS, INC. ©
Charles A. Beard. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no.25) (In Pub-
lishers' weekly, Feb. 5, 1955,
p.929) © 5Feb55; KK106379.

H. L. Mencken. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no.29) (In Pub-
lishers' weekly, June 4, 1955,
p.2593) © 4Jun55; KK107437.

Henry George. (Books, the image of
America, by Earl S. Miers and
Paul M. Angle, no.26) (In Pub-
lishers' weekly, Mar. 5, 1955,
p.1421) © 5Mar55; KK104748.

Ida M. Tarbell. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no.24) (In Pub-
lishers' weekly, Jan. 1, 1955,
p.75) © 1Jan55; KK103019.

Lincoln Steffens. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no.28) (In Pub-
lishers' weekly, May 7, 1955,
p.2119) © 7May55; KK106585.

Sinclair Lewis. (Books, the image
of America, by Earl S. Miers and
Paul M. Angle, no.27) (In Pub-
lishers' weekly, Apr. 2, 1955,
p.1743) © 2Apr55; KK105738.

KINNEY, WILL d.b.a. VITA-GREEN
FARMS. SEE Vita-Green Farms.

KIRK'S (J. W.) SUPER MARKET.
Cash 5 bond - J. W. Kirk's Super
Market. General mdse., groceries
and packaged goods. Certificate.
© J. W. Kirk d.b.a. J. W. Kirk's
Super Market; 3Feb55 (in notice:
1954); KK103818.

KITCHENS OF SARA LEE, INC. ©
Sara Lee all butter coffee cake.
Pecan. Large size. 79¢. Net
weight 14 1/2 ounces. Label.
© 6May55; KK106583.

Sara Lee all butter pound cake.
79¢. Net wt. 12 ozs. Label.
© 11Apr55; KK106349.

Sara Lee cream cheese cake. 59¢.
Net wt. 11 ozs. © 11Apr55;
KK106350.

Sara Lee cream cheese cake. 79¢.
Net wt. 1 lb. 4 ozs. Label.
© 11Apr55; KK106348.

KLEEN-KEY, INC. ©
K-K formula 102-B, Zim-Solve ...
removes milk stone from inflation
cups of milking machines. Con-
tents one gallon. Chemical solu-
tion. Label. Appl. author:
Carl M. Fink. © 3Jan55; KK105490.

K-K formula 103-Z, Zim-Solve ...
removes lime scale, rust stain,
milk stone from radiators, steam
irons ... Contents one gallon.
Chemical solution. Label.
Appl. author: Carl M. Fink.
© 3Jan55; KK105491.

KLEIN (MATHIAS) & SONS. ©
Klein pliers and equipment. Bul-
letin 455. Folder. Appl. au-
thor: The Buchen Co. © 22Apr55;
KK106591.

KLIKNA, VINCENT S., and JAYMES E.
KELLEY, composing the partnership
of K & K PRODUCTS CO. SEE K & K
Products Co.

KNAPP-STAUSS LABORATORIES. ©
Can O Tan, sun tan spray. Net
weight 6 oz. Label. Appl. au-
thor: William R. Knapp. © 1Apr55;
KK105858.

KNELL, BOYD. ©
America, the land of plenty where
good nutrition builds self re-
liant, alert youth. Book cover.
© 9May55; KK108024.

KNORR, CHARLES H., JR. & OLYVE KNORR,
partners d.b.a. MID-CO PHOTO SERVICE.
SEE Mid-Co Photo Service.

KNORR, OLYVE & CHARLES H. KNORR, JR.
partners d.b.a. MID-CO PHOTO SERVICE.
SEE Mid-Co Photo Service.

KOCH, LOUIS. ©
1955 baseball chart. Public Serv-
ice Savings and Loan Association.
Card. © 26Apr55; KK107676.

KOLLMORGEN OPTICAL CORP. ©
KOC snaplite lens and screen selec-
tor. Folder. Appl. author:
Joseph A. Petherston. © 29May55;
KK107533.

KOWALL, ALFRED E. SEE Kowall Micum
Manufacturing Co.

KOWALL MICUM MANUFACTURING CO.
Original Micum ... Patching com-
position for minor defects.
Label. © A. E. Kowall d.b.a.
Kowall Micum Manufacturing Co.;
8Mar55; KK105683.

Original Micum ... Patching com-
position for minor defects.
Label. © Alfred E. Kowall;
2Feb55; KK107338.

KOW-BOY PRODUCTS CO.
Kow-Boy hair tonic for men and
boys. Label. © Claude Thomas
Ballard d.b.a. Kow-Boy Products
Co.; 13Dec54; KK104334.

KRAEMER'S STORES, INC. ©
Chaplain's Choice, supreme pipe
mixture. Label. Appl. author:
Clifford J. Kraemer. © 5May55;
KK106972.

KRAFT FOODS CO. ©
New Kraft marshmallows will make it
extra delicious. Rice Krispies
crispy candy. (In The Indianap-
olis times, Nov. 18, 1954, p.4)
Appl. author: J. Walter Thompson
Co. © 18Nov54; KK103482.

KRESGE, JOHN E. t.a. KRESGE FARM. SEE
Kresge Farm.

KRESGE FARM.
A Pennsylvania Dutch food. Label.
© John E. Kresge t.a. Kresge
Farm; 3Dec54; KK103441.

KRIM, IRWIN G., and NATHAN B. KRIM
t.a. JU-C-ORANGE OF AMERICA. SEE
Ju-C-Orange of America.

KRIM, NATHAN B., and IRWIN G. KRIM
t.a. JU-C-ORANGE OF AMERICA. SEE
Ju-C-Orange of America.

KTAV PUB. HOUSE.
12 assorted Chanukah greeting cards,
by Ktav. Label. Appl. author:
Ezekiel Schloss. © KTAV d.b.a.
KTAV Pub. House; 15Dec54; KK102927.

12 assorted Jewish greeting cards,
by Ktav. Label. Appl. author:
Ezekiel Schloss. © KTAV d.b.a.
KTAV Pub. House; 15Dec54;
KK102929.

KULJIAN, ERNEST S. & JOSEPH B.
NORDMANN, sole owners, PACIFIC
CHEMICAL CONSULTANTS. SEE Pacific
Chemical Consultants.

KULWIN, SEYMOUR d.b.a. JEFFREY-ALLAN
INDUSTRIES, INC. SEE Jeffrey-Allan
Industries, Inc.

KUMM, WALTER H., ISADORE N. BLOCK
& KENNETH CRONENWETT d.b.a. MATCH
KUT CO. SEE Match Kut Co.

KUNIN, EVERETT L. ©
Craft Felt fancies. Appliques,
children's pocket books, baby
booties ... Sheet. © 1Apr55;
KK106531.

KUNSTMAN, PAUL. ©
Lemon-Ice liqueur. 4/5 quart.
Label. © 1Jun55; KK107368.

KWIKSET SALES & SERVICE CO. ©
The Kwikset Secure-All safe offers
built-in convenience and low-
cost protection for home valu-
ables. Folder. Appl. author:
Lewis K. Woodward. © 3Jun55;
KK107928.

L

L. G. CO. ©
Litter Giter, thank you. Litter
receptacle. Label. Appl.
author: Bertram Harold Rost.
© 3Mar55; KK105232.

LADEWIG (ARCHIE) CO. ©
New, revolutionary, Ladewig model-
series 251 and 351 single end
bottle washers. Folder.
© 3May55; KK106802.

LAKELAND-DEERING NURSERIES SALES. ©
Flaming Torch arrives from Canada.
Flowers. (In The Dallas morning
news, Jan. 10, 1955, pt. 1, p.2)
© 10Jan55; KK105333.

Want 17,000 blooms from a single
plant? See sensational offer in-
side. Flaming Torch. 4 pieces in
envelope. © 1Feb55; KK107066.

Who ever heard of 17,000 blooms
from one single plant? Flaming
Torch. Folder. © 1Feb55;
KK105504.

LAMB, ORA W.
Nat first ad service. Order mat
number NF 6. Printing. Sheet.
Appl. author: James Allison
Barry. © Ora William Lamb &
James A. Barry; 1Sep54; KK102908.

LAMB, ORA W. SEE ALSO Nat First, Inc.

LAMME, RUTH B. ©
Hookie-Lookie. Rug frame easel.
Label. © 1Dec54; KK103409.
Hookie-Lookie, rug frame easel.
Sheet. © 1Dec54; KK103987.
R. B. L. side-lacing for rug frames,
directions. Sheet. © 27Dec54;
KK103410.

LAMPOR CO., INC. ©
Down to earth approach ups your
profits on sheets and pillow-
cases. Sovereign percales and
certified muslins. (In Daily
news record, Apr. 6, 1955, p.35)
© 6Apr55; KK105703.

Wake up, Mr. Buyer: Merchandise
your sheets and pillow cases in
a way that will make them pay.
(In Daily news record, Mar. 23,
1955, p.44) © 23Mar55;
KK105402.

LANCE, INC. ©
To carry you over the hungry spots,
Lance Choc-O-Lunch. Sandwiches.
(In Tampa morning tribune,
Feb. 18, 1955, p.17-A) Appl.
author: D'Arcy Advertising Co.
© 18Feb55; KK104815.
To lift you over the hungry spots,
Lance Toastchee. Sandwiches.
(In Tampa morning tribune,
Feb. 14, 1955, p.7) Appl. au-
thor: D'Arcy Advertising Co.
© 14Feb55; KK104816.

To pull you through the hungry
spots, Lance Toasty. Sandwiches.
(In Tampa morning tribune,
Feb. 18, 1955, p.8) Appl. au-
thor: D'Arcy Advertising Co.
© 16Feb55; KK104814.

- LANCIE, INC. © Cont'd.
Redskin peanuts from the House of Lancel. Net wt. 2 ozs. Label. Appl. author: D'Arcy Advertising Co. © 16Dec54; KK107834.
- LANG FEED CO. ©
Beef pack, dog and cat food. Net weight 15 1/2 oz. Label. Appl. author: Shirley Stoegbar. © 7Mar55; KK106114.
- LA PINE (ARTHUR S.) & CO. ©
Electrothermal heating tapes are safe ... surface heaters for use wherever heat is required in the laboratory and in production. Folder. © 1Jun55; KK107354.
For the laboratory. Laboratory apparatus. Envelope. © Arthur S. La Pine d.b.a. La Pine; 1Feb55; KK105223.
- LASSITER CORP. ©
Nylon hosiery. Dancing girl. Label. © 11Mar55; KK105837.
Nylon hosiery. Street lights. Label. © 11Mar55; KK105838.
- LA TAUSCA SPERRY, INC. ©
On May 8 give ... La Tausca's Meteor. Pearl & rhinestone jewelry. (In The New York times magazine, Apr. 24, 1955, section 6, p.34) Appl. author: Irving Berk Co., Inc. © 24Apr55; KK107497.
- LAUHOFF GRAIN CO.
The handbook of profitable hog production. Victor feeds swine program. 8 p. © Crete Mills Division, Lauhoff Grain Co.; 1Dec54; KK104212.
- LAURA LEE CANDIES OF FLORIDA, INC.
SEE Lee (Laura) Candies of Florida, Inc.
- LAVENSON BUREAU OF ADVERTISING, INC. ©
Ad-ventures. Pamphlet. No.39. © 26Nov54; KK103316.
- LAWSKY, MAX W. d.b.a. AMARNA. SEE Amarna.
- LEA MANUFACTURING CO. ©
Lea compound, greaseless abrasive composition for satin finishing, burring ... Label. Appl. author: Lea J. Bakinow. © 1Apr55; KK105533.
- LEARNING METHODS COUNCIL, INC. ©
Around the Clock. A program for modern parents, a new and more effective approach to the basic training ... of today's children. 6 p. Appl. author: Norman C. Shellman. © 25Feb55; KK105542.
- LECCO MACHINERY & ENGINEERING CO. ©
Unequaled for fast, accurate screening of a wide range of materials ... Lecco-Vib, vibrating screens. Folder. Appl. author: John R. Burke. © 15May55; KK107137.
- LEDERMAN, GEORGE & HARVEY S. LEDERMAN d.b.a. PLAUT & LEDERMAN. SEE Plaut & Lederman.
- LEDERMAN, HARVEY S. & GEORGE LEDERMAN d.b.a. PLAUT & LEDERMAN. SEE Plaut & Lederman.
- LEE (H. D.) CO. ©
And guys, snug fitting Lee Riders. Western jeans. cColored boys (In Ebony, May 1955, p.28) Appl. author: Dean Pennington. © 14Apr55; KK106053.
And guys, snug fitting Lee Riders. Western jeans. cWhite boys (In Life, Apr. 11, 1955, p.148) Appl. author: Dean Pennington. © 8Apr55; KK105912.
- Brand new, trim, tailored look. Lee chetopa twill matched shirt & pants. (In Ebony, June 1955, p.50) Appl. author: Dean Pennington. © Lee Clothes d.b.a. H. D. Lee Co.; 12May55; KK107449.
- Brand new, wash tested, trim, tailored look, still new-looking. Lee chetopa twill, matched shirts and pants for work and play. (In Life, May 9, 1955, p.112) Appl. author: Dean Pennington. © 6May55; KK106779.
- Busy husband looks his best, works his best in comfortable Lee chetopa twills ... For work and play, Lee clothes; matched shirt & pants. (In Ladies' home journal, May 1955, p.87) Appl. author: Dean Pennington. © 25Apr55; KK107204.
- Carefree clothes for summer fun. Lee vacation clothes, tough, washable, inexpensive. Western jeans, matched shirts & pants. (In Life, May 16, 1955, p.82) Appl. author: Dean Pennington. © 13May55; KK107212.
- Clothes wreckers. Dress 'em in rugged Lee Riders and let 'em romp. Cowboy jeans. (In Ladies' home journal, Apr. 1955, p.14) Appl. author: Dean Pennington. © 29Mar55; KK105740.
- Everyone's wearin' 'em, Lee Riders. Genuine western cowboy pants. Sanforized. (In Dude rancher, Jan. 1955, p.4 of cover) © 31Dec54; KK103821.
- Farm clothes. Farmer-businessmen prefer Lee comfort, fit and wear. (In Progressive farmer, May 1955, p.52) Appl. author: Dean Pennington. © 15Apr55; KK107211.
- Farm clothes. Here's why so many farmer-businessmen wear Lee clothes. (In Better farming, Feb. 1955, p.70) Appl. author: Dean Pennington. © 24Jan55; KK104206.
- Farm clothes; the Lee label guarantees value for farmer-businessmen. (In The Progressive farmer, Apr. 1955, p.73) Appl. author: Dean Pennington. © 15Mar55; KK105927.
- For gals, slim, trim Lee Riders. Western jeans. cColored girls (In Ebony, May 1955, p.28) Appl. author: Dean Pennington. © 14Apr55; KK106052.
- For gals, slim trim Lee Riders. Western jeans. cWhite girls (In Life, Apr. 11, 1955, p.148) Appl. author: Dean Pennington. © 8Apr55; KK105910.
- From the denim named Jelt, the world's toughest work clothes. Lee overalls and dungarees. (In Ebony, Mar. 1955, p.23) Appl. author: Dean Pennington. © 10Feb55; KK104637.
- His specialty is the high hurdles. His special choice of school clothes is Lee Riders. Western jeans. (In Boys' life, May 1955, p.53) Appl. author: Dean Pennington. © 20Apr55; KK107534.
- How to say a practical Merry Christmas. Give good-looking, long-wearing Lee clothes. c4 photos; 9 figures (In Inside detective (Dell men's group), Dec. 1954, p.18) Appl. author: Dean Pennington. © 1Nov54; KK102966.
- In uniforms, one name towers above all others for good looks and rugged wear, Lee. (In National petroleum news factbook, mid-May 1955, p.251) Appl. author: Dean Pennington. © 15May55; KK107925.
- Indoor job, outdoor job, gives ease, comfort, takes rugged wear. Lee chetopa twill, matched shirts and pants for work and play. (In Life, May 9, 1955, p.113) Appl. author: Dean Pennington. © 6May55; KK106780.
- Lee chetopa twills, still new-looking after washing test equal to a full year's laundering. Lee matched shirt & pants. (In Argosy, May 1955, p.2) Appl. author: Dean Pennington. © 20Apr55; KK107183.
- Look at yourself as others do. Some blue jeans do's and don't's. Lee Riders. (In Scholastic roto, Mar. 1955, p.6) Appl. author: Dean Pennington. © 1Mar55; KK105764.
- New gift ideas. How to say a practical Merry Christmas, give ... Lee clothes. cFour illus. showing 9 persons (In Country gentleman, Dec. 1954, p.14) Appl. author: Dean Pennington. © 24Nov54; KK102863.
- New gift ideas. How to say a practical Merry Christmas, give ... Lee clothes. cTwo illus. showing 4 persons (In Ladies' home journal, Dec. 1954, p.94) Appl. author: Dean Pennington. © 25Nov54; KK102873.
- Popular senior ranks as expert rifleman. He ranks Lee Riders as best western style jeans. Paul C. Spavor, Jr. (In Boys' life, Apr. 1955, p.36) Appl. author: Dean Pennington. © 18Mar55; KK105833.
- Surprise he'll prize. Lee chetopa twill shirts and pants in dad's exact tailored size. (In Life, June 13, 1955, p.19) Appl. author: Dean Pennington. © 10Jun55; KK108031.
- Top vacation jeans, for fun & sport, Lee Riders. (In The National future farmer, spring 1955, p.10) Appl. author: Dean Pennington. © 1Apr55; KK106801.
- Tough proving ground for work clothes. Lee clothes. [2 railroad workers] (In Locomotive engineers journal, Mar. 1955, p.4 of cover) Appl. author: Dean Pennington. © 1Mar55; KK105086.
- Union made Lee Riders. Boys' & youths' cowboy pants. Label. © 22Feb55; KK104373.
- Union made Lee Riders. Boys' & youths' cowboy pants. Label. © 22Feb55; KK104520.
- Union made Slim Lee Riders, boys' & youths' cowboy pants. 111-B slim. Label. © 22Feb55; KK105157.
- Union made Slim Lee Riders, 111-Y. Boys' & youths' cowboy pants. Label. © 22Feb55; KK104633.
- Wash tested, still new-looking. Lee chetopa twill shirts & pants. (In Ebony, June 1955, p.50) Appl. author: Dean Pennington. © 12May55; KK106913.
- What's your blue jeans I. Q? Lee Riders. (In Scholastic roto, Apr. 1955, p.4) Appl. author: Dean Pennington. © 1Apr55; KK107182.
- LEE (LAURA) CANDIES OF FLORIDA, INC. ©
Creamy coconut, chocolate dipped Bagels. One dozen. Label. Appl. author: George Gilman. © 26Feb55; KK105800.
- LEE CLOTHES d.b.a. H. D. LEE CO.
SEE Lee (H. D.) Co.

1955

LEEMING (THOMAS) & CO., INC. ©
Peter Pain scuttles a shipboard
romance. Ben-Gay. Medicinal
ointment. (In Puck, the comic
weekly, Jan. 16, 1955, section 1,
p.5) © 15Jan55; KK103356.

LEGGE (WALTER G.) CO., INC. ©
Mr. Higby and the gremlin. Floor
maintenance products. Pamphlet.
Appl. author: J. M. Kesslinger &
Associates. © 31Dec54 (in
notice: 1955); KK103324.

LEISY BREWING CO. ©
Brings you the world's first vac-
uum-aged beer. Mello-Gold. (In
The Cleveland press, Apr. 11, 1955,
p.8) Appl. author: Richard E.
Fry. © 11Apr55; KK105754.
Vacuum-aging does it. Leisy's
Mello-Gold beer. (In Cleveland
plain dealer, Apr. 28, 1955,
p.8) Appl. author: Richard E.
Fry. © 28Apr55; KK106321.
The world's first vacuum-aged beer,
Leisy's Mello-Gold. (In Cleve-
land plain dealer, Apr. 19, 1955,
p.22) Appl. author: Richard E.
Fry. © 19Apr55; KK106112.

LEVIN BROS. ©
Wrist watch round world tourist.
Wrist watches showing world
locations when turning minute
handle. Card. Appl. author:
Sakamoto Sangyo. © 14Feb55;
KK104110.

LEVINSON, MAX d.b.a. NEWBURGH TISSUE
CO. SEE Newburgh Tissue Co.

LEVITT, D. J. ©
Announcing a new loan plan, con-
fidential personal loans. Postal
Finance Co. Sheet. © 28Apr55;
KK106536.

LEVOLOR LORENTZEN, INC. ©
Wonderful, new venetian blinds ...
(In Better homes and gardens,
Sept. 1955, p.52) © 25Aug53;
KK107433.

LEWIS ASPHALT ENGINEERING CORP. ©
Brush or spray a liquid metal shield
with the unique Karnak, aluminum
asphalt coating. (In New equip-
ment digest, Jan. 1955, p.4)
Appl. author: Wilson, Haight,
Welch & Grover. © 17Jan55;
KK103392.

Far lower temperature under Kar-
nak, aluminum-asphalt coating.
Waterproofing products. (In New
equipment digest, May 1955, p.38)
Appl. author: Wilson, Haight,
Welch & Grover, Inc. © 10May55;
KK106878.

LEWYT CORP. ©
No lift, no drag, no carry, Lewyt
vacuum cleaner rolls on big
wheels. (In Coronet, Apr. 1955,
p.24) Appl. author: Hicks &
Greist, Inc. © 24Mar55;
KK105437.
No lift, no drag, no carry, Lewyt
vacuum cleaner rolls on big wheels.
(In Coronet, May 1955, p.127)
Appl. author: Hicks & Greist, Inc.
© 21Apr55; KK106366.

Powerful, all new, world's easiest-
to-use vacuum cleaner, Lewyt rolls
on big wheels. (In Look, May 3,
1955, p.83) Appl. author: Hicks
& Greist, Inc. © 18Apr55;
KK106570.

This spring Lewyt offers you the
biggest selling-opportunity in
cleaner history. Vacuum cleaner.
Mail folder. Appl. author:
Walter Jonathan Daily. © 16Mar55;
KK105810.

LIBBY, MCNEILL & LIBBY. ©
Frozen apple pie. Net weight
10 1/2 oz. Label. © 26Feb55;
KK105162.

Frozen cherry pie. Net weight
10 1/2 oz. Label. © 26Feb55;
KK105207.

Frozen fresh beef pie. Net weight
8 oz. Label. © 9Apr55; KK106537.

Frozen fresh breaded fantail shrimp.
Net weight 10 oz. Label.
© 9Mar55; KK106538.

Frozen fresh breaded shrimp. Net
weight 6 oz. Label. © 3May55;
KK107730.

Frozen fresh chicken breasts. Net
weight 1 lb. Label. © 16Mar55;
KK105338.

Frozen fresh chicken drum sticks.
Net weight 1 lb. Label.
© 16Mar55; KK105337.

Frozen fresh chicken pie. Net
weight 8 oz. Label. © 1Jan55;
KK103388.

Frozen fresh chicken thighs. Net
weight 1 lb. Label. © 16Mar55;
KK105336.

Frozen fresh chicken wings. Net
weight 1 lb. Label. © 16Mar55;
KK105334.

Frozen fresh cut-up chicken. Label.
© 16Mar55; KK105335.

Frozen turkey pie. Net weight 8 oz.
© 9Apr55; KK106539.

10 frozen French fried fish sticks.
Net weight 10 oz. Label.
© 6Jan55; KK103578.

LIBERTY STEEL CHEST CORP. ©
Announcing the new Stowaway. Sheet.
Appl. author: Hutchins Advertising
Co., Inc. © 12Jun55; KK108211.
The new Stowaway, an all-purpose
cash box. Label. Appl. au-
thor: Hutchins Advertising Co.,
Inc. © 7Jun55; KK108212.

LIEBEL-FLARSHEIM CO. ©
BMR and you. Metabolism testing
device. Folder. Appl. author:
Charles A. Branham. © 7Mar55;
KK104621.

Suggested power settings for the
Model AG Bovie electrosurgical
unit. Chart. Appl. author:
Charles A. Branham. © 18Mar55;
KK105403.

LIEBENOW, J. GUS.
The Miehle converted to cutting and
creasing duty. Floor plan. Die
cutting machinery. Sheet.
© Julius Gustave Liebenow; 18Jan55;
KK103936.
Strike sheets? The Die-Registerer.
Printing machinery. Folder.
© Julius Gustave Liebenow; 28Jan55;
KK103683.

LIEBMANN BREWERIES, INC. ©
April flowers bring showers of
sales for Rheingold extra dry.
Miss Rheingold 1955 & flowers;
Fairbanks & Fonda photos; TV
announcements. (In Connecticut
beverage journal blue book,
Apr. 1955, p.133) Appl. au-
thor: Foote, Cone & Belding.
© 1Apr55; KK105772.

Big truths don't need big type.
Rheingold extra dry beer. (In
Daily mirror, New York, Nov. 15,
1954, p.9) Appl. author: Foote,
Cone & Belding. © 15Nov54;
KK105949.

It's a regular merry-go-round. B&W;
Miss Rheingold 1955 on carousel;
Fonda & Fairbanks photos; TV an-
nouncements. (In Connecticut
beverage journal blue book, June
1955, p.134) Appl. author: Foote,
Cone & Belding. © 1Jun55;
KK108047.

The Lord Mayor of Munich makes a
pleasant discovery. Rheingold
extra dry beer. (In Daily
mirror, Jan. 31, 1955, p.7)
Appl. author: Foote, Cone &
Belding. © 31Jan55; KK105971.

March promotion parade means big
sales ahead for Rheingold. Miss
Rheingold & puppy; Fairbanks &
Fonda photos; TV announcements.
(In Connecticut beverage journal
blue book, Mar. 1955, p.133)
Appl. author: Foote, Cone &
Belding. © 1Mar55; KK105773.

A message from over the sea ...
Rheingold genuine bock beer meets
the requirements of the land where
bock was born. (In Daily mirror,
New York, Mar. 14, 1955, p.7)
Appl. author: Foote, Cone & Beld-
ing. © 14Mar55; KK105970.

My beer is Rheingold, the dry beer,
says Adrienne Garrett, Miss Rhein-
gold 1954. Duck hunting; color.
(In Pictorial review (New York
journal American), Nov. 7, 1954,
p.16) Appl. author: Foote, Cone
& Belding. © 7Nov54; KK105944.

My beer is Rheingold, the dry beer,
says Adrienne Garrett, Miss Rhein-
gold 1954. Duck hunting & party
scenes; black & white. (In Daily
mirror, New York, Nov. 8, 1954,
p.9) Appl. author: Foote, Cone
& Belding. © 8Nov54; KK105951.

My beer is Rheingold, the dry beer,
says Adrienne Garrett, Miss Rhein-
gold 1954. [Miss Rheingold with
colt; among friends] (In New
York post, June 7, 1954, p.19)
Appl. author: Foote, Cone &
Belding. © 7Jun54; KK105771.

My beer is Rheingold, the dry beer,
says Adrienne Garrett, Miss Rhein-
gold 1954. Xmas ad. (In The New
York times, Dec. 20, 1954, p.50)
Appl. author: Foote, Cone & Beld-
ing. © 20Dec54; KK105940.

My beer is Rheingold, the dry beer,
says Ann Sheridan. (In The New
York times, Dec. 6, 1954, p.28)
Appl. author: Foote, Cone &
Belding. © 6Dec54; KK105948.

My beer is Rheingold, the dry beer,
says Danton Walker. (In Daily
mirror, New York, May 23, 1955,
p.7) Appl. author: Foote, Cone
& Belding. © 23May55; KK107222.

My beer is Rheingold, the dry beer,
says Douglas Fairbanks, Jr. (In
The New York times, Dec. 27, 1954,
p.34) Appl. author: Foote, Cone
& Belding. © 27Dec54; KK105941.

My beer is Rheingold, the dry beer,
says Farley Granger. (In Daily
mirror, New York, Jan. 17, 1955,
p.7) Appl. author: Foote, Cone
& Belding. © 17Jan55; KK105953.

My beer is Rheingold, the dry beer,
says Harry James. (In Daily
mirror, New York, May 9, 1955,
p.9) Appl. author: Foote, Cone
& Belding. © 9May55; KK107105.

My beer is Rheingold, the dry beer,
says James Melton. (In Daily
mirror, New York, Feb. 28, 1955,
p.7) Appl. author: Foote, Cone
& Belding. © 28Feb55; KK105968.

My beer is Rheingold, the dry beer,
says Lawrence Tibbett. (In Daily
mirror, New York, Apr. 18, 1955,
p.9) Appl. author: Foote, Cone
& Belding. © 18Apr55; KK106143.

My beer is Rheingold, the dry beer,
says Lilli Palmer. (In Daily
mirror, New York, Mar. 21, 1955,
p.9) Appl. author: Foote, Cone
& Belding. © 21Mar55; KK105966.

My beer is Rheingold, the dry beer,
says Marguerite Piazza. (In
Daily mirror, New York, Jan. 24,
1955, p.11) Appl. author: Foote,
Cone & Belding. © 24Jan55;
KK105972.

My beer is Rheingold, the dry beer,
says Maria Riva. (In Daily
mirror, New York, Apr. 4, 1955,
p.9) Appl. author: Foote, Cone
& Belding. © 4Apr55; KK105967.

LIEBMAN BREWERIES, INC. © Cont'd.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. B&W, scooter. (In Daily mirror, New York, May 16, 1955, p.7) Appl. author: Foote, Cone & Belding. © 16May55; KK107225.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. Fire engine, puppy, Miss Rheingold; [cafe scene] (In Daily mirror, New York, Mar. 7, 1955, p.11) Appl. author: Foote, Cone & Belding. © 7Mar55; KK105963.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. Miss Rheingold 1955 & skis. (In New York post, Jan. 2, 1955) Appl. author: Foote, Cone & Belding. © 2Jan55; KK105945.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. Scooter, B&W. rSecond illus.: kitchen scene; (In The New York times, May 13, 1955, p.52) Appl. author: Foote, Cone & Belding. © 13May55; KK108044.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. Skiing; [eating with Rheingold on the table]; black & white. (In The New York times, Jan. 7, 1955, p.42) Appl. author: Foote, Cone & Belding. © 7Jan55; KK105952.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. Snowman; [Miss Rheingold & companion sharing a bottle of Rheingold while eating] (In The New York times, Feb. 18, 1955, p.44) Appl. author: Foote, Cone & Belding. © 18Feb55; KK105965.

My beer is Rheingold, the dry beer, says Paul Douglas. (In Daily mirror, New York, Nov. 22, 1955, p.7) Appl. author: Foote, Cone & Belding. © 22Nov54; KK105943.

My beer is Rheingold, the dry beer, says Peggy Lee. (In Daily mirror, New York, June 20, 1955, p.9) Appl. author: Foote, Cone & Belding. © 20Jun55; KK108045.

My beer is Rheingold, the dry beer, says Raymond Loewy. (In Daily mirror, New York, Feb. 14, 1955, p.9) Appl. author: Foote, Cone & Belding. © 14Feb55; KK105964.

My beer is Rheingold, the dry beer, says Sir Cedric Hardwicke. (In Daily mirror, New York, Mar. 28, 1955, p.9) Appl. author: Foote, Cone & Belding. © 28Mar55; KK105969.

New York's first choice, more than ever before. Rheingold extra dry beer. (In Daily mirror, New York, Nov. 1, 1954, p.9) Appl. author: Foote, Cone & Belding. © 1Nov54; KK105950.

Now, these famous twins are dressed alike. Rheingold extra dry beer. Miss Rheingold 1955 with snowman; Fairbanks & Fonda photos; TV announcements. (In Connecticut beverage journal blue book, Feb. 1955, p.117) Appl. author: Foote, Cone & Belding. © 1Feb55; KK105775.

Now these famous twins are dressed alike. Rheingold extra dry beer. Nancy Woodruff, Miss Rheingold 1955 & snowman. (In Daily mirror, New York, Feb. 7, 1955, p.9) Appl. author: Foote, Cone & Belding. © 7Feb55; KK105946.

Now these famous twins are dressed alike, says Nancy Woodruff, Miss Rheingold 1955. It's beer as beer should taste. Miss Rheingold 1955 & snowman; color. (In

New York post, Jan. 30, 1955)

Appl. author: Foote, Cone & Belding. © 30Jan55; KK105947.

Our beer is Rheingold, the dry beer, say Tex and Jinx McCrary. (In Daily mirror, New York, Apr. 25, 1955, p.7) Appl. author: Foote, Cone & Belding. © 25Apr55; KK107106.

Our beer is Rheingold, the dry beer, sing the Mills brothers. (In Daily mirror, New York, May 2, 1955, p.9) Appl. author: Foote, Cone & Belding. © 2May55; KK107224.

Our chairman of the board did his Christmas shopping early. Rheingold extra dry. (In Daily mirror, New York, Nov. 29, 1954, p.7) Appl. author: Foote, Cone & Belding. © 29Nov54; KK105942.

Rheingold is ready to help you break sales records in 1955. Miss Rheingold 1955 in ski situation; Fairbanks photo; TV announcement. (In Connecticut beverage journal blue book, Jan. 1955, p.117) Appl. author: Foote, Cone & Belding. © 1Jan55; KK105774.

Season's greetings from the East's largest-selling beer. Miss Rheingold 1954 lighting lantern; photo of Douglas Fairbanks, Jr.; TV notice. (In Connecticut beverage journal blue book, Dec. 1954, p.171) Appl. author: Foote, Cone & Belding. © 1Dec54; KK102918.

Watch Rheingold sales make May a merrier month for you. Miss Rheingold 1955 on scooter; B&W; Fairbanks & Fonda photos; TV announcements. (In Connecticut beverage journal blue book, May 1955, p.153) Appl. author: Foote, Cone & Belding. © 1May55; KK108046.

Welcome to Channel 4, Henry Fonda. Rheingold beer. (In Daily mirror, New York, Jan. 3, 1955, p.7) Appl. author: Foote, Cone & Belding. © 3Jan55; KK105973.

LIEN CHEMICAL CO. ©

Clean dirtiest hands in 60 seconds. Lien waterless hand cleaner. Folder. Appl. author: Carl B. Lien. © 18Feb55; KK105821.

Nearly 2 million every year, sanitized by Lien. Folder. Appl. author: Carl B. Lien. © 15Dec54; KK105822.

LIFT TRUCK SERVICE CO. ©

The new idea in lift truck leasing. Folder. Appl. author: Chester E. Garner, Jr. © 28May55; KK107973.

LIGGETT, CHARLES D. & JAMES C.

HILL d.b.a. CHEMICAL COMPOUNDS. SEE Chemical Compounds.

LIGGETT & MYERS TOBACCO CO. ©

Campus stand-outs. EMOC. Fellow with raincoat on head. L & M filters. Appl. author: Cunningham & Walsh, Inc. © 2May55; KK107387.

Campus stand-outs. Man most likely to -. Fellow lying in grass. L & M cigarettes. Appl. author: Cunningham & Walsh, Inc. © 25Mar55; KK106637.

Campus stand-outs. Real gone gal. Laughing girl. L & M cigarettes. Appl. author: Cunningham & Walsh, Inc. © 8Apr55; KK106638.

City after city reports L & M sales soaring. L & M stands out ... L & M package. (In The New York times) Appl. author: Cunningham & Walsh, Inc. © 18Apr55; KK106503.

For taste, for mildness, they satisfy me. [Endorsed by] Hilda Simms. Chesterfield cigarettes. (In Tan, Sept. 1954, p.4 of cover) Appl. author: Cunningham & Walsh, Inc. © 15Aug54; KK104615.

From Hollywood to Broadway smokers by the thousands now changing to Chesterfield. rEndorsed by: Deborah Kerr. (In The Saturday evening post, Jan. 30, 1954, p.4 of cover) Appl. author: Cunningham & Walsh, Inc. © 27Jan54; KK104626.

Greatest cigarette improvement in 30 years. Girl on phone. Chesterfield. (In The New York times) Appl. author: Cunningham & Walsh, Inc. © 16May55; KK107383.

Greatest cigarette improvement in 30 years. Man reading newspaper. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 23May55; KK107382.

L & M king size and regular. Cigarette and package. (In The Playbill) Appl. author: Cunningham & Walsh, Inc. © 4Oct54; KK104631.

L & M sales soaring. Barbara January. Appl. author: Cunningham & Walsh, Inc. © 23Apr55; KK107384.

L & M sales soaring. L & M stands out from all the rest. Girl resting chin in hands. Appl. author: Cunningham & Walsh, Inc. © 25Apr55; KK107744.

L & M sales soaring. You hear it everywhere ... stands out from all the rest. Flower girl. (In Daily news, New York, Apr. 11, 1955, p.25) Appl. author: Cunningham & Walsh, Inc. © 11Apr55; KK105863.

L & M stands out from all the rest. Package on marble table. Appl. author: Cunningham & Walsh, Inc. © 7Mar55; KK105057.

L & M, the perfect gift for every filter smoker on your list. Christmas ad. Sheet. Appl. author: Cunningham & Walsh, Inc. © 13Dec54; KK103530.

L & M's got everything. [Endorsed by] Diana Lynn. (In The Playbill) Appl. author: Cunningham & Walsh, Inc. © 3Jan55; KK104632.

Low in nicotine, highest in quality. Chesterfield. [Endorsed by] Paul Douglas. Appl. author: Cunningham & Walsh, Inc. © 18Sep53; KK106364.

Pure white miracle tip. Stands out from all the rest ... [Endorsed by] Diana Lynn. L & M cigarettes. (In New York world-telegram and sun, Mar. 22, 1955, p.20) Appl. author: Cunningham & Walsh, Inc. © 22Mar55; KK105859.

Pure white miracle tip. This is it, L & M stands out from all the rest. rEndorsed by: Phillip H. McCary, Jr. (In The New York times, Apr. 4, 1955, p.15) Appl. author: Cunningham & Walsh, Inc. © 4Apr55; KK105860.

Put a smile in your smoking. Couple on bike. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 29Mar55; KK107452.

Put a smile in your smoking. Couple on campus. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 11Mar55; KK106636.

Put a smile in your smoking. Couple with heads together. Chesterfield cigarettes. Appl. author: Cunningham & Walsh, Inc. © 18Mar55; KK106639.

1955

Put a smile in your smoking. [Endorsed by] Willie Mays. Chesterfield cigarettes. (In Tan, Mar. 1955, p.4 of cover) Appl. author: Cunningham & Walsh, Inc. © 15Feb55; KK104617.

Put a smile in your smoking. Fellow in checked shirt & girl in sweater. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 18Apr55; KK107388.

Put a smile in your smoking. Fellow lighting girl's cigarette. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 9May55; KK107386.

Put a smile in your smoking. Female negro model. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 23Apr55; KK107390.

Put a smile in your smoking. Girl in auto. Chesterfield cigarettes. (In Arka tech, Arkansas Polytechnic College, Feb. 9, 1955, p.4) Appl. author: Cunningham & Walsh, Inc. © 9Feb55; KK104630.

Put a smile in your smoking. Girl in leopard coat. Chesterfield cigarettes. (In Rampage, Fresno Junior College, Fresno, Calif., Jan. 20, 1955, p.4) Appl. author: Cunningham & Walsh, Inc. © 20Jan55; KK104628.

Put a smile in your smoking. Girl in white. Chesterfield cigarettes. (In Collier's, Feb. 18, 1955, p.22) Appl. author: Cunningham & Walsh, Inc. © 3Feb55; KK104618.

Put a smile in your smoking. Male Negro model. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 25Apr55; KK107389.

Put a smile in your smoking. Negro model. Chesterfield cigarettes. Appl. author: Cunningham & Walsh, Inc. © 18Apr55; KK105862.

Put a smile in your smoking. Skiers. Chesterfield cigarettes. (In Los Angeles collegian, Los Angeles City College, Jan. 31, 1955, p.6) Appl. author: Cunningham & Walsh, Inc. © 31Jan55; KK104629.

Put a smile in your smoking. Swim scene. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 28May55; KK107385.

Put a smile in your smoking, buy Chesterfield, today. [Endorsed by] Leo Durocher. Appl. author: Cunningham & Walsh, Inc. © 13Apr55; KK106504.

Put a smile in your smoking like Leo Durocher. Chesterfield cigarettes. (In Collier's) Appl. author: Cunningham & Walsh, Inc. © 18Mar55; KK105861.

See how smooth they are. Model in backless dress. Fatima cork-tip cigarettes. (In United States tobacco journal, Jan. 25, 1954, p.2) Appl. author: Cunningham & Walsh, Inc. © 25Jan54; KK104627.

Stands out from all the rest. [Endorsed by] Dorothy Kilgallen. (In Daily news, New York, Mar. 14, 1955, p.31) Appl. author: Cunningham & Walsh, Inc. © 14Mar55; KK105056.

Stands out from all the rest. [Endorsed by] Mrs. Henry Colgate. L & M filters. (In Daily news, New York, Feb. 28, 1955, p.29) Appl. author: Cunningham & Walsh, Inc. © 28Feb55; KK104619.

Stands out from all the rest. [Endorsed by] William Huggins, III. Appl. author: Cunningham & Walsh, Inc. © 7Mar55; KK105055.

Stands out from all the rest ... L & M filters. [Endorsed by] Leila Holliday. (In The Saturday evening post) Appl. author: Cunningham & Walsh, Inc. © 20Apr55; KK106505.

Today's best bets. Chesterfield & L & M packages. (In Vend, directory 1955, p.19) Appl. author: Cunningham & Walsh, Inc. © 3Jan55; KK104616.

LILY OF FRANCE, INC. ©

This fall everyone will be saying: the most beautiful thing next to you. Lily of France. Foundation garments. (In Stores, May 1955, p.39) © 1May55; KK106747.

LILY-TULIP CUP CORP. ©

Milk cup design. No.10L. Four mounted knights carrying three banners marked: Grow and - glow - drink milk. Paper cups & food containers. Label. © 26Nov54; KK103741.

LINCO PRODUCTS CORP. ©

It's happened, the greasy scum is gone. Washing dishes is a dainty job with Winko, liquid detergent. (In The Chicago daily tribune, Nov. 9, 1954, p.16) Appl. author: Ruthrauff & Ryan, Inc. © 9Nov54; KK103502.

LINCOLN METAL PRODUCTS CORP. ©

Pink or white BeautyWare, by Lincoln, with accent on copper. Housewares. Sheet. © 15Feb55; KK105441.

LINCOLN MONUMENT CO. ©

To the readers of this pamphlet. Cemetery monuments & markers. Folder. Appl. author: Lamont William Calder. © 26Mar55; KK106630.

LINDLEY BOX & PAPER DIVISION, MORRIS PAPER MILLS. SEE Morris Paper Mills.

LINDO, DON, JOHN JARVIS & WALTON CROUCH d.b.a. TRIANGLE AD ART. SEE Triangle Ad Art.

LINDSAY RIPE OLIVE CO. ©

Lindsay brand chopped ripe olives. Contents 4 1/2 ozs. avd. Label. Appl. author: Maurice Mayer. © 4Feb54; KK106648.

LINEN THREAD CO., INC.

Sudden strain, unusual wear, these are tests invincible sport nets must pass. (In Athletic journal, Nov. 1954, p.29) Appl. author: Fuller & Smith & Ross, Inc. © Linen Thread Co., Inc., Ederer Division; 1Nov54; KK103374. Two tough tests prove that Ederer nylon is your best net buy. Fish nets. (In National fisherman, June 1954, p.13) Appl. author: Fuller & Smith & Ross, Inc. © Linen Thread Co., Inc., Ederer Division; 10Jun54; KK103472.

LING, CALVIN H., proprietor, RAPID SPECIALTIES CO. SEE Rapid Specialties Co.

LINSKY (M.) & BROS., INC. ©

Police accessories and equipment, effective Feb. 1955. Catalog no.55. Folder. Appl. author: Richard Linsky. © 11Mar55; KK105368.

LINVURE CO., INC. ©

Davy Crockett and the Indians. Merrymeeting Gardens de luxe carrots. Kid-Do bag. Net wt. 1 lb. Label. © 20Jun55; KK108220.

The Kid-Do bag, packed for your protection and pleasure. Flexible, transparent merchandise bags. Label. © 22Apr55; KK106298.

LIPETTE LINE.

The Lipette Line for 1955. Advertising specialties. Pamphlet. Appl. author: Edward B. Halperin. © Lipette Co. (in notice: Lipette Line); 7Jan55; KK105792.

Stick-A-Note. Advertising specialties. Label. Appl. author: Edward B. Halperin. © Lipette Co. (in notice: Lipette Line); 11Mar55; KK105793.

LIPTON (THOMAS J.) INC. ©

Lipton soft drink mix ... Orange flavor. Net wt. 3/4 oz. Label. © 18May55; KK107693.

You'll love this new drink, Lipton soft drink mix. Display carton. Label. © 18May55; KK107694.

LITHO-ART, INC. ©

It's no secret now. Over the fence-neighbor letter. Dick Connell Chevrolet, Inc. Automobiles. Sheet. Appl. author: Frederick E. Hayes. © 26Aug54; KK106576.

It's no secret now. [2 women on telephone] Leo M. Biggs Chevrolet, Inc. Automobiles. Sheet. Appl. author: Frederick E. Hayes. © 23Jun54; KK106573.

Mr. —, a neighbor of yours, is a mighty proud man. Turner Buick, Inc. Automobiles. Sheet. Appl. author: Frederick E. Hayes. © 28Sep54; KK106577.

Ooooooh boy. Ver Hoven Chevrolet, Inc. Automobiles. Sheet. Appl. author: Frederick E. Hayes. © 29Dec54; KK106575.

While you were away ... Jerry McCarthy Chevrolet Co. Automobiles. Card. Appl. author: Frederick E. Hayes. © 14Dec54 (in notice: 1955); KK106574.

Would you like a new car? Buy a new Pontiac today. Folder. Appl. author: Frederick E. Hayes. © 12Aug54; KK106572.

LITTLE BIT OF IRELAND.

For St. Patrick's Day give or own an actual plot of Irish land. Greeting card. © Murray E. Rosenberg & Howard L. Rothchild d.b.a. Little Bit of Ireland; 5Feb55; KK104472.

LITTLE CROW MILLING CO., INC. ©

Exciting recipes. Miracle Maize, country style, corn bread mix. Net weight 1 lb. 4 ozs. Label. Appl. author: Gugler Lithograph Co. © 25Apr55; KK106790.

LIVINGSTON CO. ©

New professional size Spook, car wash mitt with built in bug remover. Sheet. Appl. author: Fred C. Roessler. © 1Dec54; KK104174.

Spook, professional size wash mitt. Label. Appl. author: Fred C. Roessler. © 1Dec54; KK104175.

LOCKE MANUFACTURING CO. ©

A key idea for more home beauty and safety too. Ornamental iron products. Folder. Appl. author: Edward J. Kusel. © 1Feb55; KK103848.

LO-COST SYSTEMS, INC. ©

New, we don't want you to miss this. Snap forms & tabbies. Indexing device. Folder. © 28Oct54; KK103443.

LOFT CANDY CORP. d.b.a. LOFT CANDY SHOPS. SEE Loft Candy Shops.

LOFT CANDY SHOPS.

Butter crunch. 3/4 pound net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 20Dec54; KK107450.

- LOFT CANDY SHOPS. Cont'd.
 Chocolate thin mints. 1 pound net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 20Dec54; KK107990.
 Little aristocrats, miniature chocolates. 1 pound net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 4Apr52; KK107992.
 Mother. 1 1/2 pounds net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 1May54; KK107991.
 Parlays. Milk chocolate. 12 oz. net. Label. © Loft Candy Corp.; 22Dec53; KK106590.
 Salt water taffy. 1 pound net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 1Jul54; KK107989.
 Sweetheart pops. 2 1/2 ounces net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 30Mar55; KK107988.
 Vitamin Joy pops. 5 ounces net. Label. © Loft Candy Corp. d.b.a. Loft Candy Shops; 29Dec54; KK108135.
- LONE RANGER, INC. ©
 Ride with the Lone Ranger. Merita bread premium. Game board. © 16Mar55; KK107394.
- LONG, CHARLES L., JR. ©
 Pattern for purse kit no.435. Leathercraft materials. Sheet. © 14Feb55; KK104574.
- LORD PRINTING CO. ©
 Welcome to Bob's. (Bob's drive-in menu) Die-cut. Folder. Appl. author: Joseph Troiano. © 1Mar55; KK106219.
- LORILLARD (P.) CO. ©
 Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Barbershop ad. Cigarettes. (In Collier's, June 24, 1955, p.12-13) © 9Jun55; KK107696.
 Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Chef and waiter ad. Cigarettes. (In The Saturday evening post, June 18, 1955, p.98-99) © 14Jun55; KK107697.
 Always smooth, never harsh or bitter, Old Gold treats your taste right all day long... Cigarettes. cBreakfast scene; man lighting woman's cigarette (In The New York times, Mar. 11, 1955, p.50) © 11Mar55; KK105340.
 Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Girl with cup. Cigarettes. (In Life, May 9, 1955, p.60-61) © 5May55; KK106523.
- LOS ANGELES METROPOLITAN BUICK DEALERS' ASSN. ©
 That's for me. New 4-door Riviera with VIP. Automobiles. (In The Los Angeles times, May 3, 1955, section 1, p.13) Appl. author: Dan B. Miner Co. © 3May55; KK107343.
 VIP is number 3 in sales. Buick cars. (In Los Angeles examiner, Apr. 13, 1955, p.13) Appl. author: Dan B. Miner Co. © 13Apr55; KK106062.
- LOS ANGELES SOAP CO. ©
 Sierra Pine toilet soap. Label. © 21Feb55; KK104611.
 White King lemon, quick lather soap. Label. © 18Apr55; KK106795.
- LOUISVILLE CEMENT CO., INC. ©
 Brixment for better concrete-block construction. Masonry cement. Folder. Appl. author: John Howard Mallon. © 20Dec54; KK106874.
- Brixment for better masonry. Masonry cement. 11 p. Appl. author: John Howard Mallon. © 20Dec54; KK106875.
 Brixment for stucco and plaster. Masonry cement. Folder. Appl. author: John Howard Mallon. © 20Dec54; KK106872.
 Brixment is waterproofed. Masonry cement. Folder. Appl. author: John Howard Mallon. © 20Dec54; KK106873.
- LOWE (JOE) CORP. ©
 Cool Popsicle. Pure orange flavor. 5Pl. Frozen confections. Poster. Appl. author: Richard H. Gross. © 11Jan55; KK106829.
 Cool Popsicle in polka dot bags wherever good ice cream is sold. Frozen confections. Post card. Appl. author: Richard H. Gross. © 9May55; KK106831.
 Enter the \$100,000 Popsicle famous brands contest. Frozen confections. Streamer. Appl. author: Sydney L. Weiss. © 21Feb55; KK106823.
 Popsicle. For swell gifts save coupons from polka dot bags. Sleigh-ride scene. 5Pl. Frozen confections. Streamer. Appl. author: Sydney L. Weiss. © 11Jan55; KK106827.
 Popsicle music maker truck, rolls along, plays a song. Frozen confections. Label. Appl. author: Richard J. Gross. © 29Dec54; KK106824.
 Popsicle Pete gift list, 1955-1956. Frozen confections. Pamphlet. Appl. author: Richard H. Gross. © 9Mar55; KK106828.
 Popsicle special gift list of cosmetics and soaps. Frozen confections. Sheet. Appl. author: Henry P. Lewis. © 2May55; KK106822.
 Tops in TV, tops in taste, the Pinky Lee show on NBC television brought to you by Popsicle. Frozen confections. Streamer. Appl. author: Richard H. Gross. © 21Mar55; KK106825.
 Winging your way, the biggest promotion ever for Popsicle. Frozen confections. Folder. Appl. author: Richard H. Gross. © 14Mar55; KK106826.
- LUCKOFF & WAYBURN, INC. ©
 De luxe jewelry ad-mat service. Jan. 1955. © 23Dec54 (in notice: 1955); KK102884.
 Feb. 1955. © 24Jan55; KK103715.
 Mar.-Apr. 1955. © 18Feb55; KK104433.
 May-June 1955. © 18Apr55; KK107950.
 July-Aug. 1955. © 17Jun55; KK108043.
- LUCKY STRIDE SHOES, INC. ©
 Some vital statistics about your profits. Folder. © 16May55; KK107194.
- LUGENE, INC. ©
 But only one pair of glasses. Lugene Guild Opticians. [Couple wearing glasses being photographed by the press] (In The New Yorker, May 22, 1954, p.101) © 20May54; KK105508.
 But only one pair of glasses. Lugene Guild Opticians. [Little girl, wearing glasses, standing with parents in a room crowded with her possessions] (In The New Yorker, June 5, 1954, p.119) © 3Jun54; KK105506.
 But only one pair of glasses. Lugene Guild Opticians. [Man, wearing glasses, seated at office desk surrounded by many conveniences] (In The New Yorker, May 8, 1954, p.97) © 6May54; KK105505.
 But only one pair of glasses. Lugene Guild Opticians. cWoman in boudoir; maid; many pairs of shoes; (In The New Yorker, Apr. 3, 1954, p.127) © 1Apr54; KK105507.
 But, only one pair of glasses. [Woman in boudoir; maids; many hats] (In The New Yorker, Apr. 24, 1954, p.108) © 22Apr54; KK106993.
- LUHRING MOTOR CO., INC. ©
 This is our story. New & used automobiles. (In The Norfolk ledger-dispatch, Feb. 4, 1955, p.11) Appl. author: Lester L. Luhring. © 4Feb55; KK104101.
- LUND, JOHN. ©
 Swedish Pancakes. John Lund's mix since 1911. Net wt. 1 1/2 pounds. Label. © 22Apr55; KK107946.
- LYNARD OF CALIFORNIA, INC. ©
 Lynard... Created today, designed for tomorrow, to last forever. Electric fixtures, lamps, shades. Label. Appl. author: Eastman Tag & Label Co. © 27Jan55 (in notice: 1954); KK106544.
- LYNCH, DANIEL L. & PHILIP H. LYNCH d.b.a. LYNCH BROS. SEE Lynch Bros.
 LYNCH, PHILIP H. & DANIEL L. LYNCH d.b.a. LYNCH BROS. SEE Lynch Bros.
 LYNCH BROS.
 Another crash in prices. Henderson's. Men's clothing. © Philip H. Lynch & Daniel L. Lynch d.b.a. Lynch Bros.; 2Feb55; KK105700.
 Store closed. Henderson's. Men's clothing. © Philip H. Lynch & Daniel L. Lynch d.b.a. Lynch Bros.; 1Feb55; KK105699.
- M
- M & B BUDGIE ACRES. ©
 M and B mite x-terminator. Label. Appl. author: Manuel F. Suarez. © 30Aug54; KK106569.
- M & M MANUFACTURING CO.
 New, Lanolin Mch shampoo. Lamb. Label. © Fred W. McClung & John D. McKeel d.b.a. M & M Manufacturing Co.; 1Jun55; KK107440.
- M & R DIETETIC LABORATORIES, INC. ©
 New, easy, thrifty way to cream your coffee. Pream, a delicious 100 % dairy product in powdered form... Want a foolproof cream sauce recipe? [Pream on spoon over blue cup & saucer] (In Ladies' home journal, Oct. 1954, p.146) Appl. author: Benton & Bowles, Inc. © 10Oct54; KK107684.
 New easy, thrifty way to cream your coffee. Pream dairy product. (In Good housekeeping, Feb. 1955, p.111) Appl. author: Benton & Bowles, Inc. © 20Jan55 (in notice: 1954); KK105296.
 New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross. (In American home, Feb. 1955, p.62) Appl. author: Benton & Bowles, Inc. © 26Jan55; KK105389.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross. (In Better homes & gardens, Mar. 1955, p.91) Appl. author: Benton & Bowles, Inc. © 25Feb55; KK106674.

New, easy, thrifty way to cream your coffee. Pream, 100 %/o dairy product in instant powdered form. Sally Ross. (In Ladies' home journal, Feb. 1955, p.139) Appl. author: Benton & Bowles, Inc. © 28Jan55; KK105386.

New, easy, thrifty way to cream your coffee. Pream, 100 %/o dairy product in instant powdered form. Sally Ross. (In Life, Feb. 21, 1955, p.23) Appl. author: Benton & Bowles, Inc. © 16Feb55; KK105391.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross. (In The American home, Mar. 1955, p.76) Appl. author: Benton & Bowles, Inc. © 26Feb55; KK106672.

New, easy, thrifty way to cream your coffee. Pream, 100 %/o dairy product in instant powdered form. Sally Ross. (In Woman's day, Feb. 1955, p.81) Appl. author: Benton & Bowles, Inc. © 31Jan55; KK105387.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross. (In Woman's day, Mar. 1955, p.83) Appl. author: Benton & Bowles, Inc. © 28Feb55; KK106561.

New, easy, thrifty way to cream your coffee. Pream, 100 %/o dairy product in instant powdered form. Sally Ross. [Pream on spoon over butterfly designed cup of coffee; cream tomato soup] (In Family circle, Feb. 1955, p.15) Appl. author: Benton & Bowles, Inc. © 27Jan55; KK105388.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross. [Pream on spoon over butterfly designed cup of coffee; cream tomato soup] (In True story, Mar. 1955, p.77) Appl. author: Benton & Bowles, Inc. © 3Feb55; KK105933.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross. [Pream on spoon over white cup with coffee; cream tomato soup in black & beige dish] (In Better homes & gardens, Apr. 1955, p.126) Appl. author: Benton & Bowles, Inc. © 25Mar55; KK106814.

New, easy thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross ... says, for more flavor, less work, cook with Pream ... delicious gravy. (In Family circle, Apr. 1955, p.75) Appl. author: Benton & Bowles, Inc. © 24Mar55; KK107142.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in powdered form. Sally Ross. (In Better homes & gardens, Jan. 1955, p.69) Appl. author: Benton & Bowles, Inc. © 25Dec54; KK105932.

New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in powdered form. Sally Ross. (In True story, Feb. 1955, p.77) Appl. author: Benton & Bowles, Inc. © 3Jan55; KK105766.

New instant Pream, 100 %/o dairy product for coffee. New, easy, thrifty way to cream your coffee. Sally Ross. [Coffee server; Pream on spoon over white cup with curving geometric pattern] (In Life, Apr. 18, 1955, p.97) Appl. author: Benton & Bowles, Inc. © 13Apr55; KK106560.

Pream offer pulls 'em in. Dairy product. (In Progressive grocer, Mar. 1955, p.185) Appl. author: Benton & Bowles, Inc. © 7Mar55; KK107411.

Special Pream bargain, cake and pie knife-server. New, easy, thrifty way to cream your coffee. Pream 100 %/o dairy product in instant powdered form. Sally Ross. (In Good housekeeping, Apr. 1955, p.131) Appl. author: Benton & Bowles, Inc. © 20Mar55; KK107412.

M & R LABORATORIES. ©

Agouti young soon after birth are well advanced ... Similac. 5120237.20. Pharmaceuticals. Self-mailer. Appl. author: William Douglas McAdams, Inc. © 27Apr55; KK106278.

At birth so tiny is the bear ... Similac. 5120237.21. Pharmaceuticals. Self-mailer. Appl. author: William Douglas McAdams, Inc. © 15Apr55; KK106276.

Breast-feeding baby, the way that's natural, practical, economical. Similac. 5100319.02. Pharmaceuticals. 10 p. Appl. author: William Douglas McAdams, Inc. © 23May55; KK107084.

Expendable water reserve in newborn infants. Similac. 55311.08. Pharmaceuticals. Slide calculator. Appl. author: William D. McAdams, Inc. © 27Jun55; KK108122.

The fastest moving prepared infant formula in liquid form. Similac ... 5327.18. Pharmaceuticals. Sheet. Appl. author: William Douglas McAdams. © 27Apr55; KK106275.

How to reduce the incidence of infantile diarrhea with regular Similac feeding. 5120226.31. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 27Apr55; KK106272.

How to reduce the incidence of infantile vomiting with regular Similac feedings. 5120226.32. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 27Apr55; KK106273.

Nursing problems reduced when Similac is the prescribed infant feeding. 5150240.10. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams, Inc. © 24Feb55; KK104377.

Nutritional protection against renal stress and dehydration in infants with regular Similac feeding. 5119226.33. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 15Jun55; KK108087.

Similac. Nursery formula room, calculator for preparing Similac powder and liquid in hospital quantities. 57.5353.02. Pharmaceuticals. Booklet. Appl. author: William Douglas McAdams, Inc. © 27Jun55; KK108123.

When maternal anxiety distorts the image. 7. Hiccoughs. Similac. 5120228.31. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams, Inc. © 24Feb55; KK104376.

When maternal anxiety distorts the image. 8. Shape of mouth. Similac. 5120228.32. Pharmaceuticals. Sheet. Appl. author: William Douglas McAdams, Inc. © 27Apr55; KK106274.

When maternal anxiety distorts the image. 9. Too lively. Similac. 5119226.33. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams. © 15Jun55; KK108086.

While hanging high above the earth ... the bat gives birth. Similac. 5120237.19. Pharmaceuticals. Self-mailer. Appl. author: William Douglas McAdams, Inc. © 27Apr55; KK106277.

M J DEVELOPMENT CO.

Task Force, the game of strategy. Label. Appl. author: Edward Samuel Kigler. © Barbara Anne Kigler d.b.a. M J Development Co.; 4Apr55; KK105534.

MCCLUNG, FRED W. & JOHN D. MCKEEL d.b.a. M & M MANUFACTURING CO. SEE M & M Manufacturing Co.

MCCLURE, E. R.

Beautiful floors with unusual designs. Triangular shape tiles. © Elson Ray McClure; 9Mar55; KK105224.

MCCLURE, WILLIAM CARL & THOMAS FLOYD GIBSON d.b.a. GIBSON-MCCLURE CO. SEE Gibson-McClure Co.

MCCORMICK & CO., INC. ©

McCormick pure vanilla extract. 4 fl. ozs. 118.3c.c. Label. © 14Jan55; KK103360.

MCDONALD, TILMAN S. d.b.a. FLUENS. SEE Fluens.

MCDOWELL, JOHN H. d.b.a. H. & S. BLANKET CO. SEE H. & S. Blanket Co.

MCGILVER, ROBERT WARREN.

Intermediary metabolism. SEE Sallach, H. J.

MCGOWN (PEARL K.) INC. ©

Dear HooKrafftman. Hooked rug pattern with instructions. Sheet. Appl. author: Pearl K. McGown. Jan. 15, 1955. © 15Jan55; KK104659.
Feb. 15, 1955. © 15Feb55; KK104660.
Mar. 15, 1955. © 15Mar55; KK107802.
Apr. 15, 1955. © 15Apr55; KK107803.
May 15, 1955. © 15May55; KK107804.
June 15, 1955. © 15Jun55; KK107805.

MCGRAW ELECTRIC CO.

Accepted everywhere ... Toastmaster de luxe hot-food server; Toastmaster powermatic toaster. (In American restaurant, Nov. 1954, p.62-63) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Nov54; KK104403.

Any way you serve 'em, Toastmaster waffles pay up to 79 %/o gross profit. Mr. Restaurant Equipment Salesman ... Toastmaster automatic waffle baker. (In Restaurant equipment dealer, Oct. 1954, p.14) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Sep54; KK104410.

MCGRAW ELECTRIC CO. Cont'd.

Any way you serve 'em, Toastmaster waffles pay up to 79 % gross profit. [Three ways of serving] Toastmaster automatic waffle baker. (In Institutional feeding & housing, Oct. 1954, p.5) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 7Oct54; KK104411.

Get the edge with these new budget-priced Manning-Bowman values. Electrical appliances. (In Electrical merchandising, Oct. 1954, p.124-125) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 1Sep54; KK106083.

Gift with a lift ... New Manning-Bowman automatic coffee percolator. (In The Saturday evening post, Nov. 6, 1954, p.88) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 6Nov54; KK106084.

Heart-warming gift for cozy, restful sleep. Tropic-Aire electric blanket, electric sheet. (In Sunset, Dec. 1953, p.63) Appl. author: Frederick J. Wachter. © Tropic-Aire, Inc., subsidiary of McGraw Electric Co.; 25Nov53; KK105835.

Homemaking happier. Choose easy living, with dependable Manning-Bowman servants. Knife sharpener, food & beverage blender & other electrical appliances. (In Bride's magazine, spring 1955, p.111) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 15Jan55; KK106863.

The inside story of making profitable toast ... The new Toastmaster powermatic toasters. (In Restaurant equipment dealer, Dec. 1954, p.21) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Nov54; KK104412.

Ladeez 'n gentlemen, introducing two new Toastmaster Toast'n Jam sets. (In Look, Oct. 5, 1954, p.101) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 5Oct54; KK104404.

New, a three-slice toaster. Toastmaster. (In House & garden, Nov. 1954, p.10) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 18Oct54; KK104407.

New automatic toaster only \$18.95. Manning-Bowman. (In The Saturday evening post, Dec. 18, 1954, p.84) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 18Dec54; KK106086.

New automatic toaster only \$19.95. Manning-Bowman. (In The Saturday evening post, July 24, 1954, p.46) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 24Jul54; KK106080.

Now, handy hot water for instants. Manning-Bowman Electric-Kettle. (In The Saturday evening post, Nov. 20, 1954, p.138) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 20Nov54; KK105938.

Price leader. Manning-Bowman, the line of outstanding fan values. (In Electrical merchandising, Feb. 1955, p.185) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 1Jan55; KK106082.

Take part in this 28-year tradition. Make yours a Toastmaster toaster. (In Bride's magazine, winter 1954, p.50-51) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Oct54; KK104409.

Takes the bread right out of your fingers. Larger families please note ... Toastmaster automatic toasters. (In Country gentleman, Nov. 1954, p.117) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Oct54; KK104406.

Takes the bread right out of your fingers. The special big-family gift, Toastmaster super de luxe toaster. (In McCall's, Dec. 1954, p.62) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 22Nov54; KK104408.

Takes the bread right out of your fingers. Toastmaster ... new 3-slice super de luxe toasts not two, but three slices at a time. (In McCall's, Oct. 1954, p.131) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 20Sep54; KK104405.

Tastier meals made easy ... Manning Bowman food & beverage blender. (In The Saturday evening post, Oct. 9, 1954, p.134) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 9Oct54; KK106085.

Two-in-one wonder: bakes waffles, toasts sandwiches. Manning-Bowman combination grill. (In The Saturday evening post, Mar. 13, 1954, p.102) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 13Mar54; KK106079.

Warmest gift wishes on a budget. Manning-Bowman: automatic toaster, Electric-Kettle, knife sharpener & blender. (In The Saturday evening post, Dec. 4, 1954, p.59) Appl. author: Frederick J. Wachter. © Manning-Bowman Division, McGraw Electric Co.; 4Dec54; KK106081.

Your lifelong companion, the famous Toastmaster toaster. (In Bride's magazine, spring 1955, p.110) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Jan55; KK104402.

MCGRAW ELECTRIC CO. (CANADA) LTD. ©

Ladeez 'n gentlemen, introducing two new Toastmaster Toast'n Jam sets. (In Chatelaine, Oct. 1954, p.65) Appl. author: Frederick J. Wachter. © 22Sep54; KK105221.

Quick snack-fun for everyone. New Toastmaster Toast'n Jam sets. (In Chatelaine, Nov. 1954, p.79) Appl. author: Frederick J. Wachter. © 22Oct54; KK105222.

MCKEEL, JOHN D. & FRED W. MCCLUNG d.b.a. M & M MANUFACTURING CO. SEE M & M Manufacturing Co.

MAC'S READY MAID ENTERPRISES. © Mac's Ready Maids. Bar BQ meats. (Bar BQ Ready Maids) Weight 8 ozs. or over. Label. © 1Mar55; KK105836.

MADER, GEORGE F. SEE Wisconsin Restaurant Assn.

MADSEN, CHARLES. © Marco auto - seal - leak. Rubber sealer. Label. © 4Feb55; KK105803.

MAECO MANUFACTURING CO.

Kwik-Dry. Net contents one pint. Faint. Label. © Maeco Manufacturing Co., owned by Peter J. Ratican; 22Apr55; KK106644.

MAGAY CORP. ©

Now, a real treat for your tired aching feet with this amazing, new foot easer. Magay balm. (In Nature's path, Apr. 1955, p.3 of cover) Appl. author: Mortimer Lowell Co., Inc. © 15Apr55; KK107476.

Now, thanks to a brand new medical discovery, on the spot pain relief, Magay balm. (In Official detective stories, Feb. 1955, p.61) Appl. author: Mortimer Lowell Co., Inc. © 20Jan55; KK103484.

MAGEE CARPET CO. ©

Your home notebook from the Magee Carpet Company. Pamphlet. Appl. author: Joan Mary Lerrick. © 23May55; KK107997.

MAGGI-SHELF CO.

Gain more shelf-space the easy way. Maggi-Shelf. Label. © Margaret E. Welsh d.b.a. Maggi-Shelf Co.; 6Mar55; KK107277.

MAGIC PLASTIC PRODUCTS. ©

Be prepared for a rainy day with a magic umbrella, rain bonnet ... Card. Appl. author: William B. Ligorner. © 3Jun55; KK108000.

MAGLA PRODUCTS.

Magla dura-drill, ironing board cover. Label. © Herbert Glatt d.b.a. Magla Products; 21Jun55; KK108209.

MAGNET SALES CO. ©

Magic magnets. 4 units \$1 ppd. Hardware. Appl. author: Maury M. Catch. © 23Jan55; KK103681.

MAGNE-TRONICS, INC. ©

Musical tapes, magnetically recorded. Chapel music. Label. © 10Dec54; KK103474.
Musical tapes, magnetically recorded. Christmas music. Label. © 10Dec54; KK103475.

MAG-TYE MANUFACTURING. ©

New Mag-TyE. TyE, the appliance cord menace. Plastic novelty. Label. Appl. author: Allen Neal Stribling. © 24Jan55; KK104077.

MAIDEN FORM BRASSIERE CO., INC. ©

I dreamed I rode on a flying carpet in my Maidenform bra. (In Woman's day, May 1955, p.13) Part of title in Arabic. Appl. author: William H. Weintraub & Co., Inc. © 28Apr55; KK106589.

I dreamed I was voted best dressed woman in my Maidenform bra. (In Life, Dec. 7, 1953, p.17) Appl. author: William H. Weintraub & Co., Inc. © 4Dec53; KK106666.

I dreamed I went to a masquerade in my Maidenform bra. (In Ladies' home journal, Mar. 1954, p.28) Appl. author: William H. Weintraub & Co., Inc. © 20Feb54; KK107206.

I dreamed I went to the opera in my Maidenform bra. (In Life, Feb. 15, 1954, p.92) Appl. author: William H. Weintraub & Co., Inc. © 12Feb54; KK106681.

MAILVELOPE CORP. OF AMERICA. ©

Introducing, Mail-Velope, for the mail of distinction. Envelope. © 3Jan55; KK103104.

MAISON DE NAVARRE & CO.

Maison de Navarre French pate; an old French recipe. Meat product. Net wt. 8 oz. Label. Appl. author: Louise Sweeney. © Maison de Navarre & Co., a firm composed of Louise Sweeney, Leon J. Poncet de Sandon & George T. Steyermark; 20Jan55; KK103419.

MAKERS OF NIX-SIZE.

Paste Size, the original paste sizing. One pint. Label. Appl. author: Maurice Dovberg. © Paste Co. of America a.k.a. Makers of Nix-Size; 15Nov54; KK104539.

MANCHESTER HOSIERY MILLS.

Wonderflex, all stretch, size chart; four pictorial instructions. Folder. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 25Mar55; KK106118.

MANCO WATCH STRAP CO., INC. ©

Expansion watch band. 2 labels. © 15Feb55; KK107158; 107375.

Fine leather watch band, electroplated fittings. Label. © 15Feb55; KK107376.

Genuine leather watch band. Electroplated fittings. Label. © 15Feb55; KK107157.

Lady's nylon cord watch band. Safety center catch, easy to shorten. Label. © 15Feb55; KK107160.

Manco 1955 catalog. Pamphlet. © 15Feb55; KK107162.

Snake chain watch bracelet. Fine electroplated finish ... Label. © 15Feb55; KK107161.

Teentimer real expansion watch band. Fits character wrist watches. Label. © 15Feb55; KK107159.

MANHATTAN SHIRT CO. ©

Choose his Manhattan gifts right off this page. (In Life, Dec. 13, 1954, p.108) Appl. author: Norris Konheim. © 10Dec54; KK103676.

French carnations inspired this Lady Manhattan print. (In The New Yorker, Dec. 11, 1954, p.123) Appl. author: Norris Konheim. © 9Dec54; KK103562.

Lady Manhattan's finest: classic Irish linen in nine colors. The shirt off his back. (In The New Yorker, Mar. 26, 1955, p.9) Appl. author: Ann Haggerty. © 24Mar55; KK106232.

A Manhattan Golden Needle shirt will spoil you for life. (In Time, Dec. 13, 1954, p.3) Appl. author: Norris Konheim. © 8Dec54; KK103560.

Manhattan presents 12 new carnival colors in shirts. (In Life, Mar. 28, 1955, p.114) Appl. author: Norris Konheim. © 25Mar55; KK106234.

Manhattan Span adds a special guarantee for Valentine's Day. Men's shirt & tie. (In Time, Feb. 7, 1955, p.1) Appl. author: Norris Konheim. © 2Feb55; KK104850.

Pink, pinker, pinkest, that's how Lady Manhattan sees stripes. The shirt off his back. (In Charm, Mar. 1955, p.51) Appl. author: Ann Haggerty. © 22Feb55; KK106235.

This Lady Manhattan pinwheel print is a whirl of color. (In Mademoiselle, May 1955, p.71) Appl. author: Ann Haggerty. © 29Apr55; KK107466.

This Lady Manhattan shirt has the velvet touch. (In Charm, Dec. 1954, p.38) Appl. author: Norris Konheim. © 22Nov54; KK103561.

Why not give each other these Manhattan shirts as valentines? (In Life, Jan. 31, 1955, p.33) Appl. author: Norris Konheim. © 28Jan55; KK104852.

MANHEIM MANUFACTURING & BELTING CO. ©

Here's the one v-belt that meets all requirements. It's Veelos, the balanced v-belt. Sheet. Appl. author: Foltz-Wessinger, Inc. © 11May55; KK106652.

We're out to capture more customers for you with promotion-powered Veelos. Link V-belts. 7 p. Appl. author: Foltz-Wessinger, Inc. © 19May55; KK106960.

MANLEY, HAROLD C. d.b.a. GOPHER GAME CO. SEE Gopher Game Co.

MANNING-BOWMAN DIVISION, MCGRAW ELECTRIC CO. SEE McGraw Electric Co.

MANTEFUR MATTRESS CO. ©

Posturamic. Firm. Label. Appl. author: Jacob Jay Burman. © 18Jun55; KK107984.

MANUFACTURERS BANK & TRUST CO.,

ST. LOUIS. © Step in and look around. Banking service. Pamphlet. Appl. author: Warner & Todd, Inc. © 7Jan55; KK103674.

MARATHON CORP. ©

Dick Bros. Freshy, white enriched bread. Weight 1 1/2 lbs. Label. Appl. author: Paul Dohr. © 29Mar55; KK105919.

Dine/Out. Carton designed to bring foods. Dinner size. Label. © 28Apr55; KK106677.

8 Peter Pan sliced, enriched, sandwich buns. Label. Appl. author: Wallace Miller. © 9May55; KK107685.

The house that builds jack. Tissues. (In Chain store age, July 1954, p.270) Appl. author: Young & Rubicam, Inc. © Marathon Corp., Northern Paper Mills Division; 30Jun54; KK103556.

If you haven't yet tried new Northern tissue, may we remind you again. (In Life, Nov. 8, 1954, p.153) Appl. author: Young & Rubicam, Inc. © Marathon Corp., Northern Paper Mills Division; 5Nov54; KK104259.

Nobody has ever offered you this much softness for the money. Northern tissue. Bathroom scene. (In Life, July 5, 1954, p.58) Appl. author: Young & Rubicam, Inc. © Marathon Corp., Northern Paper Mills Division; 1Jul54; KK104258.

Nobody has ever offered you this much softness for the money. Shopping bag containing Northern tissue. (In Life, July 19, 1954, p.8) Appl. author: Young & Rubicam, Inc. © Marathon Corp., Northern Paper Mills Division; 15Jul54; KK104260.

Nobody has ever offered you this much softness for the money. Tissues. (In Life, Aug. 16, 1954, p.90) Appl. author: Young & Rubicam, Inc. © Marathon Corp., Northern Paper Mills Division; 12Aug54; KK103189.

Northern tissue is completely new in two important ways. (In Life, Sept. 6, 1954, p.11) Appl. author: Young & Rubicam, Inc. © Marathon Corp., Northern Paper Mills Division; 1Sep54; KK104257.

MARCUS, LOUIS. ©

Featuring display ideas 1955 summer Mother's Day and Father's Day. Folder. © 5Apr55; KK106662.

MARDER (B. L.) CO. ©

Marbo home Shine-Rite. Shoe shining equipment. Label. Appl. author: Advertising Art & Copy. © 1Mar55; KK106554.

MARIETTA METAL PRODUCTS CORP. ©

Magic-Heat, rotoflame heating at its best. Steel heating unit. Folder. Appl. author: John Hancock. © 25Jan55; KK103795.

Magic-Heat, vertical fire-tube steel heating unit. Folder. Appl. author: John Hancock. © 25Jan55; KK103794.

A new plus measure of automatic heating value. The Elco steel oil furnace. Elliott-Lewis Corp. Sheet. Appl. author: John Hancock. © 22Mar55; KK105085.

MARION ELECTRICAL INSTRUMENT CO. ©

Marion advancement in instrument design. New Coaxial relay. (In Aviation week, Feb. 21, 1955, p.30) Appl. author: Meissner & Culver, Inc. © 21Feb55; KK104559.

Marion ... new Medalist meters. (In Scientific American, May, 1955, p.104) Appl. author: Meissner & Culver, Inc. © 1May55; KK106522.

Marion ... No doubt about it with the versatile multi-range meter tester, power supply and limit bridge. (In Industrial laboratories, June 1955, p.85) Appl. author: Meissner & Culver, Inc. © 1Jun55; KK107637.

Marion ... What happened? Electrical indicating instruments. (In Scientific American, June 1955, p.98) Appl. author: Meissner & Culver, Inc. © 1Jun55; KK107493.

MARKWELL MANUFACTURING CO., INC. ©

Save time and money, increase safety and morale, cut costs in production ... with new Markwell efficiency tools. Shipping room supplies. 11 p. Appl. author: Sol M. Obstfeld. © 21Dec54; KK103775.

MARQUETTE LIFE INSURANCE CO. ©

At last, guaranteed renewable, hospital-medical-surgical insurance to age seventy. (In Chicago daily tribune, May 23, 1955, pt.3, p.6) Appl. author: Grant, Schwenck & Baker, Inc. © 23May55; KK107156.

MARSH, DAVID M. d.b.a. HANDICRAFT PRODUCTS CO. SEE Handicraft Products Co.

MARSHALL FIELD & CO. ©

Pace. A tale of 2,000 tulips. (In Chicago daily tribune, May 5, 1955, pt.1, p.19) © 5May55; KK106692.

Pace. Kitchen with its sleeves rolled up. Kitchen installations. (In Chicago daily tribune, Feb. 11, 1955, pt.1, p.17) © 11Feb55; KK104121.

Pace. Lace for the emperor's lady. (In Chicago daily tribune, Feb. 25, 1955, pt.1, p.13) © 25Feb55; KK104545.

Pace. Mr. Bunny takes a bow. Holiday decorations. (In Chicago daily tribune, Mar. 30, 1955, p.19) © 30Mar55; KK105975.

Pace. The hand of Christian Dior. Fashion imports. (In Chicago daily tribune, Mar. 15, 1955, pt.1, p.21) © 15Mar55; KK105320.

MARTIN, C. JEFF.

Skin your fish the easy csic way,
use handee-Andee. Fish skinning
and cleaning knife. Sheet.
© Clair L. Martin d.b.a. C. Jeff
Martin; 20Dec54; KK103485.

MARTIN, CLAIR L. d.b.a. C. Jeff

Martin. SEE Martin, C. Jeff.

MARTIN, L. E.

Fleetfoot water ski binding.
M-70-F/B. Single post. Cata-
lina Aquatics Unlimited. Label.
© Louis Earl Martin; 21Dec54;
KK104752.

MARTIN, REX K.

Fishermens' specialist. Rily
lures. No.1. Card. © Rex
Kenneth Martin; 10Mar55;
KK104747.

MARTIN ADVERTISING AGENCY. ©

Real flesh and blood. (In The
New York times, Jan. 2, 1955,
p.F11) Appl. author: Felix
Martin Wolsky. © 2Jan55;
KK103272.

**MARVAIR DIVISION, MUNCIE GEAR WORKS,
INC. SEE Muncie Gear Works, Inc.****MARVIC.**

Be a Number Mind Reader. Game.
Label. Appl. author: Marcel
R. Pelletier. © Marvic Co.
d.b.a. Marvic; 17Mar55;
KK105826.

MASAL CO. ©

Girl-ee Time, glamour toy watch.
cBirds & flowers; Label. Appl.
author: Max Saalheimer. © 1Feb55;
KK103955.

Girl-ee Time, glamour toy watch.
cElves, birds, grasshopper,
butterfly; Label. Appl. author:
Max Saalheimer. © 1Feb55;
KK104040.

Girl-ee Time glamour toy watch.
Snake chain band. cGirl, boy,
flowers, butterflies; Label.
Appl. author: Max Saalheimer.
© 4Feb55; KK104043.

Junior's Magic Timer with moving
hands and radiant dial. Toy
watches. Label. Appl. au-
thor: Max Saalheimer. © 1Feb55;
KK104088.

Little sister's Glitta watch.
Label. Appl. author: Max Saal-
heimer. © 1Feb55; KK104033.

My dolly and I toy watch set, Girl-ee
and Dolly. Label. Appl. author:
Max Saalheimer. © 1Feb55;
KK103953.

Play Timer for fun and frolic. Toy
watches. Label. Appl. author:
Max Saalheimer. © 1Feb55;
KK104045.

MASON-NEILAN REGULATOR CO. ©

Air operated control valves. In-
structions no.3005; parts ref-
erences. Folder. Appl. author:
Frank Vincent Murray. © 22Mar55;
KK105095.

Models 2800 and 2807 pressure con-
trollers. Instructions no.2017;
parts references. 4 p. Appl.
author: Frank Vincent Murray.
© 14May55; KK106791.

Pressure regulators. Instructions
no.1030; parts references.
Folder. Appl. author: Frank
Vincent Murray. © 28Mar55;
KK105450.

MASSEY-HARRIS-FERGUSON, INC. ©

Now, the Ferguson Moldboard plow ...
Sheet. Appl. author: Arthur
George Broughton. © 11May55;
KK107399.

MASTER PRODUCTS CO. ©

At Master's, a stencil for every
purpose, every budget. Our finest,
Master Standard-Form stencils.
Folder. Appl. author: Bruce
Milliette Stephen. © 18Mar55;
KK106243.

For biggest savings on duplicating
and office needs, shop by mail at
Master's. Folder. Appl. author:
Bruce Milliette Stephen.
© 29Apr55; KK106613.

New items, reduced prices, special
offers, biggest savings for you.
Office supplies. Folder. Appl.
author: Bruce Milliette Stephen.
© 4Feb55; KK104124.

MATCH KUT CO.

Match Kut dies. Matching and cutting
pockets for manufacture of cloth-
ing. Sheet. Appl. author:
Walter H. Kumm. © Walter H. Kumm,
Isadore N. Block & Kenneth Cronen-
wett d.b.a. Match Kut Co.; 16May55;
KK107144.

MATTIS, STEPHEN J. ©

Mattis apple chips, brittle,
crystalized csic; Label.
© 9May55; KK106665.

MAYTAG CO. ©

A box of Tide free for everyone
at the Maytag spring party.
Automatic washer & dryer,
wringer washer, range & freezer.
Appl. author: McCann-Erickson,
Inc. © 16May55; KK107468.

Move into tomorrow with Maytag.
Washer, dryer, ironer, freezer and
range. Appl. author: McCann-
Erickson, Inc. © 1Nov54; KK103846.

Move into tomorrow with the world
famous leader, Maytag. Washer,
dryer and freezer. Appl. au-
thor: McCann-Erickson, Inc.
© 1Jan55; KK103845.

New Maytag can save 9 gallons of hot
water per load. Automatic washer
& dryer. Appl. author: McCann-
Erickson, Inc. © 7Mar55; KK105762.

Now, high style comes to your
laundry. Maytag advanced auto-
matics: washer & dryer. Appl.
author: McCann-Erickson, Inc.
© 2Nov54; KK104154.

MEACHAM SYRUP CO. ©

Me-Chum table syrup. Net weight
64 oz. Label. Appl. author:
Frank Albert Meacham. © 10Jun55;
KK107929.

**MEATS DIVISION, JOHN MORRELL & CO.
SEE Morrell (John) & Co.****MEHMERT, JOSEPH W. ©**

J. C. Higgins raccoon rifle target,
no.3. Sheet. © 24Feb55;
KK104476.

J. C. Higgins running rabbit rifle
target no.1, for big game hunting.
Sheet. © 24Feb55; KK104475.

J. C. Higgins, the greatest name in
sporting goods, crow rifle target,
no.7. Sheet. © 24Feb55;
KK104477.

J. C. Higgins, the greatest name in
sporting goods, turkey rifle tar-
get, no.9. Sheet. © 24Feb55;
KK104478.

MELVILLE SHOE CORP. ©

See the greatest news in shoes now
at Thom McAn, only \$7.95. (In
Scholastic roto, Feb. 1955, p.7)
Appl. author: Ogilvy, Benson &
Mather, Inc. © 1Feb55; KK103812.

These dress-weight Thom McAns are
the newest, smartest, safest
shoes of any season. (In
National safety news, Jan. 1955,
p.45) Appl. author: Ogilvy,
Benson & Mather, Inc. © 1Jan55;
KK103813.

These new Thom McAns are styled
right, priced low. (In Scholastic
roto, Jan. 1955, p.7) Appl. au-
thor: Ogilvy, Benson & Mather,
Inc. © 1Jan55; KK103811.

MEMOS.

Memos, the calendar stickers for
easy remembering. Sheet.
© Herman Engber d.b.a. Memos;
27Dec54; KK103595.

**MENDEL, RICHARD d.b.a. DIMINUETTES
CO. SEE Diminuettes Co.****MERIAN'S. ©**

Junior's adjustable, toy wrist
watch. Just like dad's. Label.
Appl. author: Evelyn Green.
© 21Jan55; KK106526.

Little Miss, adjustable, toy wrist
watch. Label. Appl. author:
Evelyn Green. © 21Jan55;
KK106525.

MERRELL (WILLIAM S.) CO. ©

Cepacol throat lozenges. Counter
display. © 2Feb55; KK104493.

MERRIAM (G. & C.) CO. ©

The circle and monogram. Webster's
dictionaries. Folder.
Jan. 1955. © 10Jan55; KK104580.
Feb. 1955. © 7Feb55; KK104470.
Mar. 1955. © 7Mar55; KK104808.
Apr. 1955. © 11Apr55; KK106385.
May 1955. © 2May55; KK107042.
June 1955. © 13Jun55; KK108089.

MERROW MACHINE CO. ©

Class M Merrow sewing machines.
Folder. Appl. author: William
Merrow Baker. © 18Apr55; KK105925.

MERRY MANUFACTURING CO., INC. ©

Just like dad's. My Merry rise 'n
shine, safe and harmless. Toy
shaving kits. Label. © 15Mar55;
KK107187.

Just like mommy's. My Merry make-
up. Child's beauty preparations.
Label. © 21Jan55; KK104053.

My Merry beauty shop. Just like
mommy's. Child's beauty prep-
arations. Label. © 15Mar55;
KK107185.

My Merry dolly's bath set, safe
and harmless. Toy. Label.
© 25Mar55; KK107188.

My Merry dressing table with secret
jewel box. Child's beauty prep-
arations. Label. © 20Mar54;
KK107189.

My Merry finger and toe manicure
with pretend stick-on nails.
Toy manicuring kits. Label.
© 5Jan55; KK104018.

My Merry manicure, just like
mommy's. Toy manicuring kits.
Label. © 24Feb55; KK105214.

My Merry shampoo set, safe and
harmless. Toy shampoo kits for
dolls. Label. © 15Feb55;
KK107186.

My Merry shaving set. Just like
dad's. Toy shaving kits.
Label. © 4Feb55; KK104052.

My Merry shoe shining set. Just
like dad's. Toy. Label.
© 1Feb53; KK107184.

MIAMI MARGARINE CO. ©

Grandma's sayings. Miss Nu-Maid
margarine. (In Grit, Mar. 20,
1955, women's section, p.5)
Appl. author: The Ralph H.
Jones Co. © 20Mar55; KK105612.

MICHIGAN CHEMICAL CORP. ©

Bromides for chemical processing.
Hydrobromic acid. (In Oil,
paint & drug reporter, Dec. 13,
1954, p.57) © 13Dec54;
KK103074.

Ethyl bromide for higher yields.
(In Oil, paint & drug reporter,
Dec. 20, 1954, p.16) © 20Dec54;
KK103073.
Pestmaster, methyl bromide soil
fumigant-1. Sheet. © 20Dec54;
KK103054.

MICROREADER MANUFACTURING & SALES CORP. ©

Now anyone can read microfilm or
microprint anywhere - anytime
with the 20X, Microskaner.
Reading, magnifying devices.
Sheet. © 1Feb55; KK103822.

Now anyone can read microfilm or
microprint anywhere - anytime with
the 20X, Microskaner. Rev. Read-
ing, magnifying devices. 2 p.
© 6May55; KK106713.

MID-CO PHOTO SERVICE.

I'm Snappy. Mid-Co Pic-Pak. Label.
Appl. author: Charles H. Knorr,
Jr. © Charles H. Knorr, Jr. &
Olyve Knorr, partners d.b.a. Mid-
Co Photo Service; 1Apr55; KK107314.

MIDCONTINENT ADHESIVE CO. ©

How to apply Conolite, the tops in
surfacing with Roltite cement.
Folder. Appl. authors: Judson W.
Perkins & Glenn F. Roquemore.
© Midcontinent Adhesive Co. &
Continental Can Co., Conolite Divi-
sion; 24Nov54; KK103935.

How to use fast-drying Roltite for
St. Regis Panelyte, the modern
surface contact adhesive. Folder.
Appl. authors: Judson W. Perkins
& Glenn F. Roquemore. © Midcon-
tinent Adhesive Co. & St. Regis
Paper Co.; 10Jun55; KK107647.

How to use Roltite for St. Regis
Panelyte, the modern surface con-
tact adhesive. Folder. Appl.
authors: Judson W. Perkins &
Glenn F. Roquemore. © Midcon-
tinent Adhesive Co. & St. Regis
Paper Co.; 10Jun55; KK107648.

How to use Roltite utility ad-
hesive. Folder. Appl. au-
thors: Judson W. Perkins &
Glenn F. Roquemore. © 8Feb55;
KK104091.

How to use Roltite white glue.
Folder. Appl. author: Glenn F.
Roquemore & Judson W. Perkins.
© 1Dec54; KK103856.

New, Roltite Mastic for Consoweld 10.
Cement. Folder. Appl. authors:
Judson W. Perkins & Glenn F.
Roquemore. © Consoweld Corp. &
Midcontinent Adhesive Co.; 8Jun55;
KK107532.

New, special Roltite for Consoweld 6.
Folder. Appl. authors: Glenn F.
Roquemore & Judson W. Perkins.
© Midcontinent Adhesive Co. & Con-
soweld Corp.; 22Apr55; KK106184.

Roltite utility adhesive, a rev-
olutionary new adhesive for
bonding. Folder. Appl. au-
thors: Judson W. Perkins &
Glenn F. Roquemore. © 8Feb55;
KK104092.

MID CONTINENT HARDWARE.

The magic of saving, do-it-yourself.
Streamer. © Howard M. Schick
d.b.a. Mid Continent Hardware;
15Sep54; KK108218.

MIDWEST ART PUBLISHERS, INC. ©

New, self dispensing, Magic-Tye,
ribbon pak containing Sasheen
brand ribbon. Contents 25 yards.
Label. Appl. author: Milton K.
Harrington. © 1Jun55; KK107679.

MIERS, EARL SCHENCK.

Charles A. Beard. SEE Kingsport
Press, Inc.
H. L. Mencken. SEE Kingsport
Press, Inc.

Henry George. SEE Kingsport Press,
Inc.

Ida M. Tarbell. SEE Kingsport
Press, Inc.

Lincoln Steffens. SEE Kingsport
Press, Inc.

Sinclair Lewis. SEE Kingsport
Press, Inc.

MILANI (LOUIS) FOODS, INC. ©

Bleu cheese dressing. Net cont.
6 fl. oz. Label. Appl. author:
J. C. Hoffman. © 28Feb55;
KK105426.

Milani's punch, raspberry and
loganberry concentrate. Net
cont. 12 fl. oz. Label. Appl.
author: Jack C. Hoffman.
© 11May55; KK108144.

MILESMASTER, INC. ©

Milesmaster fuel pressure regula-
tor. Sheet. Appl. author:
Lawrence J. Horan. © 15Oct54;
KK103765.

Milesmaster Fuelmizer; pressure
regulator and filter installation
instructions. Sheet. Appl. au-
thor: Lawrence J. Horan. © 2May55;
KK107363.

The story of Milesmaster pressure
regulators ... Folder. Appl.
author: Lawrence J. Horan.
© 21Feb55; KK104388.

MILKY WAY PRODUCTS CO. ©

Milky Way aids to more impulse sales.
P1033. Baby pants. Sheet.
© 18Jan55; KK103850.

Milky Way baby pants made of creamy
latex, soft as baby's skin, full
comfort, s-t-r-e-t-c-h. 49¢.
P1003. Counter card. © 10Dec54;
KK102979.

Only creamy latex gives baby so
much comfort... Milky Way
liquid latex baby pants, in
gay pastel colors. 49¢.
P1004. Streamer. © 10Dec54;
KK102978.

A sad story with a happy end. P1026.
Milky Way baby pants. Folder.
© 7Jan55; KK103550.

MILLER (CHARLES) & CO. ©

El Lechoncito. Pure lard.
37 lbs. net wt. Label.
© 21Mar55; KK105035.

MILLER (I.) & SONS CO., INC. ©

I. Miller; beautiful shoes. Shoe
cartons. Label. Appl. author:
Frank G. Meyer Co., Inc. © 1Jan55;
KK103932.

MILLER (MARTIN) CO.

Dig your well before you are
thirsty. Howard W. Dickerson.
Well. Savings bank life in-
surance. Sheet. © Martin
Miller d.b.a. Martin Miller Co.;
1Jan55; KK104290.

Mr. Jones, from labor to leisure.
(Shovel-thermostat, from labor to
leisure) Coal-oil conversion
letter. 5HH08. Sheet. © Martin
Miller d.b.a. Martin Miller Co.;
1Feb55; KK104113.

Mr. Jones, our calling card. 3rd
new business. Burner prospects.
5HH17A. Fuel oil. Sheet.
© Martin Miller d.b.a. Martin
Miller Co.; 1Feb55; KK104117.

Mr. Jones, time to step outdoors.
(Daisies, time to step outdoors)
1st renewal letter. Fuel oil
only. 5HH04A. Sheet. © Martin
Miller d.b.a. Martin Miller Co.;
1Feb55; KK104111.

Mr. Jones, warm and welcome as a sun-
beam. 1st new business. Burner
prospects. 5HH15A. Fuel oil.
Sheet. © Martin Miller d.b.a.
Martin Miller Co.; 1Feb55;
KK104119.

Mr. Jones, you can't choose the
weather. 2nd new business.
Burner prospects. 5HH16A.
Fuel oil. Sheet. © Martin
Miller d.b.a. Martin Miller Co.;
1Feb55; KK104116.

Mr. Jones, your private oil well.
Customer reinforcement letter.
5HH09. Fuel oil. Sheet.
© Martin Miller d.b.a. Martin
Miller Co.; 1Feb55; KK104114.

Mr. Schnabel. Stop runaway dollars.
Barn door. Savings bank life in-
surance. Sheet. © Martin Miller
d.b.a. Martin Miller Co.; 1Jan55;
KK104291.

Once upon a time. William A. Weber.
Sun and wind. Savings bank life
insurance. Sheet. © Martin
Miller d.b.a. Martin Miller Co.;
1Jan55; KK104289.

1003 household hints and work-
savers to help you beat the high
cost of living. Mr. Jones, yours
for the asking. Letter offering
booklet. 5HH18. Fuel oil.
Sheet. © Martin Miller d.b.a.
Martin Miller Co.; 1Feb55;
KK104118.

R. L. Jones, season's greetings.
(Christmas doorway with holly)
Christmas letter. 5HH10. Fuel
oil. Sheet. © Martin Miller
d.b.a. Martin Miller Co.; 1Feb55;
KK104115.

Take a letter. Harold Schnabel.
Savings bank life insurance
[office] version. Sheet.
© Martin Miller d.b.a. Martin
Miller Co.; 1Jan55; KK104292.

Too early, too hot, too busy. 2nd
renewal letter. Fuel oil only.
5HH06A. Sheet. © Martin Miller
d.b.a. Martin Miller Co.; 1Feb55;
KK104112.

MILLER BREWING CO. ©

And serve with Miller High Life.
cShrimp salad; Food ad. (In
The New Yorker, Feb. 19, 1955)
Appl. author: C. A. Mathisson.
© 19Feb55; KK104813.

The heart of the party. Miller
High Life. Valentine. (In
Parade, Feb. 6, 1955, p.19)
Appl. author: C. A. Mathisson.
© 6Feb55; KK104057.

An invitation on our 100th anni-
versary. Miller High Life. (In
The American weekly, Feb. 6,
1955, p.31) Appl. author:
C. A. Mathisson. © 6Feb55;
KK104055.

100 years in America and still the
national champion of quality.
Miller High Life. Fishing scene.
(In Leatherneck, Jan. 1955, p.2
of cover) Appl. author: C. A.
Mathisson. © 1Jan55; KK103421.

100 years in America and still the
national champion of quality.
Miller High Life. Golfing.
(In Leatherneck, Mar. 1955,
p.2 of cover) Appl. author:
C. A. Mathisson. © 1Mar55;
KK105630.

Pick a pack o' pleasure. Miller
High Life. (In Parade, May 22,
1955, p.34) Appl. author:
C. A. Mathisson. © 22May55;
KK107304.

Pleasure to spare. Miller High
Life. Bowling. (In Parade,
Mar. 20, 1955, p.12) Appl.
author: C. A. Mathisson.
© 20Mar55; KK105245.

Recipe for pleasure. Miller High
Life. Food ad. (In Every-
woman's, June 1953, p.45)
Appl. author: C. A. Mathisson.
© 1Jun53; KK104054.

MILLER BREWING CO. © Cont'd.

A royal favorite celebrates 100 years in America. Castle at Sigmaringen. Miller High Life. (In Look, Feb. 8, 1955) Appl. author: C. A. Mathisson. © 8Feb55; KK104086.

A royal favorite celebrates 100 years in America. Miller High Life. Buildings. (In The American weekly, Jan. 30, 1955, p.22) Appl. author: C. A. Mathisson. © 30Jan55; KK104056.

A sure winner in the refreshment league. Miller High Life. Baseball [game] (In Parade, Apr. 17, 1955, p.36) Appl. author: C. A. Mathisson. © 17Apr55; KK105839.

Walking my favorite back home. Miller High Life. (In The American weekly, May 29, 1955, p.13) Appl. author: C. A. Mathisson. © 29May55; KK107305.

When Irish eyes are smiling. Miller High Life. St. Patrick motif. (In Parade, Mar. 13, 1955, p.12) Appl. author: C. A. Mathisson. © 13Mar55; KK104812.

MILLER STUDIO, INC. ©

Gracious and modern decorator wall plaques. Sheet. Appl. author: Richard Alan Miller. © 10Jan55; KK103805.

1955 catalog. Wall plaques. Pamphlet. Appl. author: Richard Alan Miller. © 3Jan55; KK103806.

MILNOT CO. ©

See how Milnot makes new cherry-cream pie a smooth success. A compound of evaporated skimmed milk & hydrogenated vegetable oil, vitamins A and D. (In Chicago daily news, Feb. 16, 1955, p.49) Appl. author: McCann-Erickson, Inc. © 16Feb55; KK104526.

See how Milnot makes the smoothest banana cream pie ever. A compound of evaporated skimmed milk & hydrogenated vegetable oil, vitamins A & D. Appl. author: McCann-Erickson, Inc. © 2Mar55; KK104979.

MILPRINT, INC. ©

Figure your own reducing diet with this Roman Meal bread calorie counter. Card. © 31Dec54; KK104866.

Foil dressed baking potato. Wrapper. Label. © Packaging Materials Service, a division of Milprint, Inc.; 7Mar55; KK104713.

Genuine Roman Meal bread. Cart card. © 31Dec54; KK105522.

Genuine Roman Meal bread. Window strip. © 31Dec54; KK104860.

Genuine Roman Meal bread booklet dispenser. © 31Dec54; KK104865.

Roman Meal bread 6-in-1 shelf strip. © 31Dec54; KK104863.

Stay slim, buy it when you diet. Roman Meal bread. Silhouette, shelf talker. © 31Dec54; KK104861.

Toast with the nut-like taste. Roman Meal bread. Car card. © 31Dec54; KK104867.

We blend so well together. Roman Meal bread. Card card. © 31Dec54; KK104868.

We blend so well together. Roman Meal bread mobile unit. Label. © 31Dec54; KK104858.

We blend so well together, you can taste the better taste. Roman Meal brown 'n serve rolls with the nutlike taste. Shelf talker. © 31Dec54; KK104864.

You can taste the better taste. Roman Meal bread shelf talker. © 31Dec54; KK104859.

You can taste the better taste. Roman Meal bread. Window strip. © 31Dec54; KK104862.

MILTON MANUFACTURING CO., INC. ©

Milton service gage. 5 no.976 tire pressure indicator gages. Label. Appl. author: Milton Goldish. © 15Apr55; KK106489.

Milton service gage. Tire pressure indicator gage. Sheet. Appl. author: Milton Goldish. © 15Apr55; KK106436.

MILWAUKEE BEVERAGES, INC. ©

It's better with Blatz. Next time, say Blatz please, and be pleased. Beach picnic scene. Beer. (In The Miami herald, Jan. 27, 1955, section D, p.1-D) Appl. author: Robert E. Clarke & Associates, Inc. © 27Jan55; KK104908.

It's better with Blatz. Next time, say Blatz please, and be pleased. Fishing boat scene. Beer. (In The Miami herald, Feb. 10, 1955, p.2-D) Appl. author: Robert E. Clarke & Associates, Inc. © 10Feb55; KK104910.

It's better with Blatz. Next time, say Blatz please, and be pleased. Golfing scene. Beer. (In The Miami herald, Jan. 20, 1955, p.3-D) Appl. author: Robert E. Clarke & Associates, Inc. © 20Jan55; KK104907.

It's better with Blatz. Next time, say Blatz please, and be pleased. Living room scene. Beer. (In Miami daily news, Jan. 31, 1955, p.11-A) Appl. author: Robert E. Clarke & Associates, Inc. © 31Jan55; KK104909.

It's better with Blatz. Next time, say Blatz please, and be pleased. Outdoor barbecue scene. Beer. (In The Miami herald, Jan. 13, 1955, p.3-D) Appl. author: Robert E. Clarke & Associates, Inc. © 13Jan55; KK104906.

It's better with Blatz. Next time, say Blatz please, and be pleased. Race track scene. Beer. (In The Miami herald, Feb. 24, 1955, p.5-D) Appl. author: Robert E. Clarke & Associates, Inc. © 24Feb55; KK104913.

It's better with Blatz. Next time, say Blatz please, and be pleased. South Floridian holding glass of Blatz beer. (In The Miami herald, Feb. 17, 1955, p.5-D) Appl. author: Robert E. Clarke & Associates, Inc. © 17Feb55; KK104911.

It's better with Blatz. Next time, say Blatz please, and be pleased. Swimming pool scene. Beer. (In The Miami herald, Mar. 3, 1955, p.7-D) Appl. author: Robert E. Clarke & Associates, Inc. © 3Mar55; KK104912.

It's better with Blatz. Next time, say Blatz please, and be pleased. Waiter. Beer. (In The Miami herald, Mar. 10, 1955, p.5-D) Appl. author: Robert E. Clarke & Associates, Inc. © 10Mar55; KK104914.

MINNEAPOLIS BREWING CO. ©

Secret of a successful party. America's party beer, Grain Belt. (In Life, May 18, 1953, p.95) Appl. author: Bruce B. Brewer & Co. © 18May53; KK104348.

MINNEPAUL INDUSTRIES. ©

Going fishing? Reel-Mate fishing rod holder, easy fishing for the

fisherman. Label. Appl. author: George P. Hopland. © 23Dec54; KK105462.

Reel-Mate fishing rod holder for boat fishing. Label. Appl. author: George P. Hopland. © 23Dec54; KK105461.

MINNESOTA FARM BUREAU SERVICE CO. ©

We invite you to study the facts about the Farm Bureau crop prescription and soil bank plan ... Flo-Gro fertilizer. Folder. Appl. author: Bernard B. Grandall. © 22Feb55; KK104221.

MINNESOTA MINING & MANUFACTURING CO. ©

Colors that roll on dry. Scotch brand pressure-sensitive tapes. (In U. S. news & world report, June 10, 1955, p.52) © 10Jun55; KK107815.

Look what you can do with one short strip of Scotch brand cellophane tape.... Ask ... about the cost-cutting definite-length dispenser ... [8 photos showing uses] (In Look, Mar. 22, 1955, p.107) © 8Mar55; KK105040.

Look what you can do with one short strip of Scotch brand cellophane tape. Your handiest household helper. [6 photos showing uses] (In Parade, Mar. 6, 1955, p.26) © 6Mar55; KK105039.

New, for home repair and decorating, Scotch brand plastic tape. 6 bright colors. (In Better homes & gardens, Apr. 1955, p.280) © 25Mar55; KK106190.

New low price on commercial sizes of Scotch brand cellophane tape. Definite-length dispenser c& 7 other illus. (In The Saturday evening post, Mar. 5, 1955, p.93) © 1Mar55; KK105244.

New, low price on commercial sizes of Scotch brand cellophane tape. Definite-length dispenser c& 2 other illus. (In Collier's, Mar. 18, 1955, p.95) © 3Mar55; KK106191.

Tape that sticks in freezing cold. Acetate Fibre tape ... Scotch brand. (In U. S. news & world report, May 13, 1955, p.8) © 13May55; KK107031.

Tape that sticks on both sides. Double-coated tape ... Scotch brand. (In Newsweek, May 9, 1955, p.15) © 9May55; KK107030.

MINORE, GASPERS. ©

Detroit's oldest Ford dealer, Johns Brothers, Inc. Procedure for ordering; general information. Automobiles. Folder. © 21Feb55; KK104353.

MIRACLE-TREAD DIVISION, CRADDOCK-TERRY SHOE CORP. SEE Craddock-Terry Shoe Corp.

MRS. TUCKER'S FOODS, INC. ©

Every day is Fry-Day with Mrs. Tucker's pure vegetable shortening. Sheet. Appl. author: Wilson W. Crook. © 30Dec54; KK102833.

Fry-days are happy days with Mrs. Tucker's pure vegetable shortening. 11 tested recipes. Folder. Appl. author: Wilson W. Crook. © 31Dec54; KK103261.

MITCHELL (O. R.) MOTORS. ©

Dodge automobile wins all four first places in its class in world's toughest race. (In San Antonio express, Feb. 1, 1955, p.2-A) Appl. author: Cusick-Schwerke & Wild. © 1Feb55; KK103819.

MOBILE COMMUNICATIONS DEPT., ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

MOD-AD AGENCY, INC. ©

Giant catalog A30 ... Everything for the hobbyist. 64 p. Appl. author: Arthur A. Winston. © 15Apr55 (in notice: 1954); KK105855.

Rail catalog, no.R30. Railroads. 62 p. Appl. author: Arthur A. Winston. © 28Mar55; KK105992.

MODEL BRASSIERE CORP. ©

At last, I'm out in the open with the most sensational news in the industry. Daisy Fresh girdles and bras by Model. (In Women's wear daily, Apr. 21, 1955, p.35) Appl. author: Harold Rieff. © 21Apr55; KK106641.

New, all-over protection no deodorant can give. Daisy Fresh girdles and bras, by Model. [Model drinking from cup] Case B. Sheet. Appl. author: Harold Rieff. © 21Apr55; KK107150.

New, all-over protection no deodorant can give. Daisy Fresh girdles and bras, by Model. [Model holding daisies] Case D. Sheet. Appl. author: Harold Rieff. © 21Apr55; KK107148.

Sweetest things next to you. Daisy Fresh girdles and bras exclusive with Model ... Don't miss the Daisy parade. Case E. Sheet. Appl. author: Harold Rieff. © 21Apr55; KK107151.

Sweetest things next to you. New, Daisy Fresh girdles and bras, by Model. As fresh when you take them off as when you put them on. Case C. Sheet. Appl. author: Harold Rieff. © 21Apr55; KK107149.

MODGLIN CO., INC. ©

Win a trip to Mexico on American Airlines ... Dura-broom sweepstakes. Plastic brooms. (In Life, May 18, 1953) © 18May53; KK103377.

MOE HOE DIVISION, IRON FIREMAN MANUFACTURING CO. SEE Iron Fireman Manufacturing Co.

MOE LIGHT DIVISION, THOMAS INDUSTRIES, INC. SEE Thomas Industries, Inc.

MOELDER COAL CO. ©

Lights charcoal instantly. Happy-Pak, magic charcoal lighter, treated oak chips. Net weight 1 1/2 oz. Label. © 29Apr55; KK106693.

MOELLER MANUFACTURING CO., INC. ©

Twis-Tite, adjustable floor drain stopper with standpipe. Sheet. Appl. author: Axel Moeller. © 15Dec54; KK104356.

Twis-Tite, floor drain stopper with standpipe. Label. Appl. author: Axel Moeller. © 15Dec54; KK104355.

Wholesalers' price sheet applying to Twis-Tite, floor drain stoppers with standpipe. Appl. author: Axel Moeller. © 15Dec54; KK104357.

MOGEN DAVID CANDY CO. SEE David (Mogen) Candy Co.

MOGHADAM, L. M.

U. T. L. (Universal Trailing Link) needle. © Leo M. Moghadam; 3Jan55; KK103265.

MONROVIA PLASTIC CO., INC. ©

Monrovia Plastic Company scores another California footwear first. Kiddies' carefree Rovies, all-vinyl ... sandals. Folder. © 4May55; KK106796.

MONSANTO CHEMICAL CO. ©

Actual photographs of transparent automatic washers prove: no thick-suds detergent can wash so clean yet rinse as free as All. (In The South Bend tribune, Feb. 2, 1955, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 2Feb55; KK103923.

Actual photographs of transparent automatic washers prove: no thick-suds detergent can wash so clean, yet rinse as free as All. Proof in the washing ... Proof in the rinsing. (In The Chicago daily news, May 3, 1955, pt.1, p.20) Appl. author: Needham, Louis & Brorby, Inc. © 3May55; KK107114.

Actual photographs of transparent automatic washers prove: no thick-suds detergent can wash so clean, yet rinse as free as All. See how harsh, thick suds smother the washing action ... (In The Chicago daily news, Apr. 19, 1955, pt.1, back p.) Appl. author: Needham, Louis & Brorby, Inc. © 19Apr55; KK107113.

Actual photographs of transparent automatic washers prove: no thick-suds detergent can wash so clean, yet rinse as free as All. See how thick, soapy suds can leave suds scum on clothes. (In The Chicago daily news, Apr. 7, 1955, pt.2, front p.) Appl. author: Needham, Louis & Brorby, Inc. © 7Apr55; KK107111.

All does such wonders for the men in your life. Laundry detergent. (In The South Bend tribune, Feb. 2, 1955, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 2Feb55; KK103924.

Brand-new specialized detergent from Monsanto, the makers of All. Now at last, a dishwasher detergent that gives glasses hand-polished look. Dish All. (In Life, May 16, 1955, p.154) Appl. author: Tom Prendergast. © 13May55; KK107192.

Dishwasher manufacturers' lab tests give new Monsanto product highest detergency rating ever scored. Dish-All. (In Electrical merchandising, Mar. 1955, p.274) Appl. author: Tom Prendergast. © 1Mar55; KK105421.

From Monsanto, a dramatically better dishwashing detergent that cleans so well it polishes the glasses. Dish-All. (In Food topics, Mar. 21, 1955, p.40) Appl. author: Tom Prendergast. © 21Mar55; KK105472.

Now at your grocer's, All in 25 lb. pails. Detergent. (In Chicago daily news, Feb. 10, 1955, section 1, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 10Feb55; KK104215.

Rest assured, All never leaves any harsh irritants in his clothes to chafe his tender skin. Laundry detergent. (In The St. Louis post-dispatch, Apr. 11, 1955, pt.3, back p.) Appl. author: Needham, Louis & Brorby, Inc. © 11Apr55; KK107112.

Sunday's child is full of grace, especially when you've washed her dress in All. Laundry detergent. (In St. Louis globe-democrat, Mar. 18, 1955, p.18-A) Appl. author: Needham, Louis & Brorby, Inc. © 18Mar55; KK105342.

Too many cooks can't spoil your day, just wash their clothes in All with controlled suds. (In The Kansas City star, Apr. 28,

1955, pt.2, back p.) Appl. author: Needham, Louis & Brorby, Inc. © 28Apr55; KK106794.

A whole family of reasons for using All's controlled suds in your automatic washer. (In The Chicago tribune, Jan. 25, 1955, pt.2, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 25Jan55; KK103574.

You can make light of your laundry with an automatic washer and All. Detergent. (In The Chicago daily tribune, Mar. 4, 1955, back page of pt.2) Appl. author: Needham, Louis & Brorby, Inc. © 4Mar55; KK104716.

MONTHLY SMALL HOUSE CLUB, INC. ©

40 homes. Blueprints. 51 p. Appl. author: Harry L. Graff. © 23Mar55; KK105089.

MOOG INDUSTRIES, INC. ©

Moog, a great name in automotive maintenance. 1954 piston ring ringliner; supplemental listing. 5 p. Appl. author: Hubert Calmus Moog. © 2Jan55; KK104177.

Moog, a great name in automotive maintenance, overload catalog. OV-12. Leaf spring sets. 9 p. Appl. author: Hubert Calmus Moog. © 27Dec54; KK104176.

MOORE (BENJAMIN) & CO. ©

There's more than meets the eye in a coat of Moore's paint. (In Better homes & gardens, Mar. 1955, p.163) Appl. author: Monroe F. Dreher, Inc. © 25Feb55; KK106058.

MORRELL (JOHN) & CO.

Buy your Easter ham already baked. Serve Morrell Pride E-Z-Cut. (In The Detroit news, Apr. 6, 1955, p.56) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 6Apr55; KK107010.

Don't let hit-or-miss feeding give your dog nightmares. 3-flavor Red Heart dog food. (In The Cleveland press, Feb. 10, 1955, p.41) Appl. author: Campbell-Mithun, Inc. © Red Heart Division, John Morrell & Co.; 10Feb55; KK104166.

Get this \$1.00 value dog dish for your dog. 3-flavor Red Heart dog food. (In Los Angeles examiner pictorial living, Mar. 20, 1955, p.29) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 20Mar55; KK105074.

Indiana dogs cheer daily snoot full; 3-flavor Red Heart dog food. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 17May55; KK107163.

Indiana mutts go nuts for 3-flavor Red Heart dog food. (In The Indianapolis news, Apr. 7, 1955, p.48) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 8Apr55; KK106886.

Lean, lean slices, long on flavor. Morrell Pride bacon. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 16Feb55; KK107009.

Morrell pork sausage gives you that country kitchen flavor. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 12May55; KK106962.

Serve it just as it comes ... The ham that's already baked when you buy it. Morrell Pride E-Z-Cut ham. (In Buffalo evening news, Feb. 10, 1955, section 2, p.22) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 10Feb55; KK105666.

MORRELL (JOHN) & CO. Cont'd.

Your dog can't be healthy and happy on hit-or-miss feeding. 3-flavor Red Heart dog food. Appl. author: Campbell-Mithun, Inc.

© John Morrell & Co., Red Heart Division; 17Feb55; KK104354.

Your dog can't be one of the family on hit-or-miss feeding. 3-flavor Red Heart dog food. Appl. author: Campbell-Mithun, Inc.

© John Morrell & Co., Red Heart Division; 26Jan55; KK103808.

Your pal can't be a barrel of fun on hit-or-miss feeding. 3-flavor Red Heart dog food. Appl. author: Campbell-Mithun, Inc.

© John Morrell & Co., Red Heart Division; 26Jan55; KK103807.

MORRIS PAPER MILLS.

Carousel. Retail merchandise folding box. Label. Appl. author: Berl Parrish. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103355.

Charcoal drawing ladies head in brush stroke background. Retail merchandise folding box. Label. Appl. author: Berl Parrish.

© Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103354.

Frontal view gypsy girl in outline. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103345.

Outline ladies head frontal view. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103343.

Outline ladies head, side profile. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103351.

Outline man's head, side profile. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103348.

Silhouette frontal view lady in evening dress. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103347.

Silhouette gazelle. Retail merchandise folding box. Label. Appl. author: Berl Parrish. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103353.

Silhouette side profile of debutante. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103350.

Silhouette side profile school girl. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103344.

Silhouette two girls dancing. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103349.

Window shopper. Retail merchandise folding box. Label. Appl. author: Berl Parrish. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103346.

Young hostess. Retail merchandise folding box. Label. Appl. author: Mrs. John Frazer. © Lindley Box & Paper Division, Morris Paper Mills; 23Dec54; KK103352.

MOTLEY, ROBERT.

Keep up with modern techniques for tinting, pressing, shampooing, dyeing and drying hair. Motley ear protector. Sheet. Appl. author: William Vomack. © Robert Lester Motley; 17Mar54; KK106651.

MOTOR PRODUCTS CORP.

If you handle Deepfreeze, this is your golden hour. Kitchen refrigerators & deep freezers. (In Electrical dealer, Feb. 1955, p.90-91) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Deepfreeze Home Appliance Div., Motor Products Corp. (in notice: Deepfreeze Home Appliances); 2Feb55; KK106870.

Imagine, more refrigerator and freezer space than ever before. Deepfreeze Duplex. (In Better homes & gardens, Apr. 1955, p.36-37) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Deepfreeze Home Appliance Division, Motor Products Corp.; 21Mar55; KK105939.

Imagine, more refrigerator and freezer space than ever before ... Deepfreeze Duplex. Special introductory offer. (In This week, Apr. 10, 1955, p.18) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Deepfreeze Home Appliance Division, Motor Products Corp.; 10Apr55; KK106242.

One of the best buys we ever made is our Deepfreeze freezer, say Mr. and Mrs. Hector Reynaert. (In Better homes & gardens, May 1955, p.264-265) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Deepfreeze Home Appliance Division, Motor Products Corp. (in notice: Deepfreeze Home Appliances); 21Apr55; KK106299.

MOTOR PRODUCTS CORP. SEE ALSO Deepfreeze Home Appliances.

MOTOR WHEEL CORP.

Cold water problems? Now, sell Duo-Therm glass-lined mobile home water heaters. (In Trailer dealer, Apr. 1955, p.181) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 15Apr55; KK107588.

Fully automatic heat for under \$150. Duo-Therm always the leader. (In Look, Sept. 7, 1954, p.3) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 24Aug54; KK104245.

Here's fully automatic heat for under \$150. Duo-Therm always the leader. (In Collier's, Oct. 1, 1954, p.79) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 17Sep54; KK103170.

It's Duo-Therm for year 'round comfort, automatically. Heaters, air conditioners & hot water tanks. (In Trailer dealer, Jan. 1955, p.162-163) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 15Jan55; KK108174.

New Duo-Therm Duo-Trim vacuum cleans lawns for the big spring-time sales clean-up. Power mower. (In Electrical merchandising, Mar. 1955, p.75) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 1Mar55; KK108179.

New kind of power mower vacuum cleans your lawn ... Cuts smoother, faster, cleaner. Duo-Trim. (In Life, Apr. 4, 1955, p.21) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 1Apr55; KK107587.

New kind of power mower vacuum cleans your lawn ... Fine grass trimmings sift down into the lawn ... Duo-Trim. (In Sunset, Apr. 1955, p.227) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 25Mar55; KK107589.

New kind of power mower vacuum cleans your lawn ... No unsightly cut-grass streaks. (In Life, May 16, 1955, p.211) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 13May55; KK108177.

New kind of power mower vacuum cleans your lawn ... Not just a mower ... (In Life, Apr. 25, 1955, p.49) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 22Apr55; KK108176.

Presenting the new Duo-Therm weatherproof profit plan. Heaters & power lawn mowers. (In Electrical merchandising, Jan. 1955, p.209-212) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 1Jan55; KK108175.

This or this? Coolest news ever to hit hot mobile homes, Duo-Therm air conditioners. (In Trailer dealer, May 1955, p.153) Appl. author: Young & Rubicam, Inc. © Duo-Therm Division, Motor Wheel Corp.; 15May55; KK108178.

MOTOROLA, INC. ©

Better see Motorola TV. Again Motorola receives the Fashion Academy award ... (In Better homes & gardens, Sept. 1, 1953, p.44) Appl. author: Ruthrauff & Ryan, Inc. © 1Sep53; KK106359.

A big look at life with George and Gracie. Motorola TV. (In Coronet, Nov. 1954, p.41-48) Appl. author: Ruthrauff & Ryan, Inc. © 1Nov54; KK103143.

MOTT CARTON CO. ©

Take one ... Swat 'em with a Plasti-Swat. Fly swatters. Label. © 8Apr55; KK105890.

MOUNT HOPE MACHINERY CO. ©

Installation & operation of the Mount Hope stainless steel swing guider, precision type. Cloth, paper and plastic handling devices. 11 p. Appl. author: Walter P. Murray. © 17Mar55; KK105311.

Mount Hope controlled expansion guide for the textile industry. Model F-3. Sheet. Appl. author: John B. Hammett. © 26Apr54; KK104835.

Mount Hope equipment added to your machinery increases its value ... Equipment for paper, plastic & textile industries. Folder. Appl. author: Callaway Associates. © 9Mar55; KK104693.

Mount Hope, free wheeling expander for textile and plastic industries. Bulletin EC 9-54. 5 p. Appl. author: George T. Metcalf Co. © 4Oct54; KK104836.

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- MOVADO WATCH AGENCY, INC. © Automatically up to date, self-winding, water resistant, calendar watches ... Movado: Calendomatic, Calendolux and Calendoplan. © 7Dec53; KK106358.
- MUENCH-KREUZER CANDLE CO., INC. © New, Bug-Co-Lite, insect repellent candles. Enkay candles. Mail folder. Appl. author: Moser & Cotins, Inc. © 6Jun55; KK107957.
- MULLINS MANUFACTURING CORP. © Fresh, bold and beautiful. This steel Youngstown Kitchen ... will never warp ... (In Coronet, June 1955, p.17) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 20May55; KK107379.
- Fresh, bold and beautiful. Thrilling new go-together colors at no extra cost, by Youngstown Steel Kitchens. (In The American home, May 1955, p.71) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 20Apr55; KK106691.
- Fresh, bold and beautiful. Thrilling new go-together colors ... by Youngstown Kitchens ... (In Good housekeeping, Apr. 1955, p.199) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 15Apr55; KK105282.
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- Make it a wife-saver. Make it a Youngstown Steel Kitchen in new go-together colors at no extra cost. (In The Saturday evening post, May 4, 1955, p.141) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 5May55; KK107391.
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- Spring is the time for the fresh look. Start planning your easy-to-buy Youngstown Kitchen now. (In Household, Mar. 1955, p.67) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 14Feb55; KK104120.
- They're new, they're terrific. Now, exciting go-together colors in Youngstown Kitchens, at no extra cost. (In Farm & ranch - southern agriculturist, June 1955, p.37) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 8Jun55; KK108006.
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- Youngstown Kitchens brings you the fresh look. (In Better homes & gardens, Jan. 1955, p.67) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 21Dec54 (in notice: 1955); KK102949.
- MUNCIE GEAR WORKS, INC. Marvair Remote packaged-waterless air conditioner. (In SNIPS, Mar. 1955, p.37) Appl. author: Applegate Advertising Agency, Inc. © Muncie Gear Works, Inc. (in notice: Marvair Division, Muncie Gear Works, Inc.); 25Mar55; KK106257.
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- MURRAY (ARTHUR) INC. © Authentic Arthur Murray fashions, styled by Touraine. Dresses and dance separates. Label. Appl. author: Arthur Murray. © 10Feb55; KK104571.
- An important message to everyone who wants to be more popular. Dancing instruction. (In The New York times magazine, Nov. 7, 1954, section 6, p.67) Appl. author: Arthur Murray. © 7Nov54; KK102967.
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- MYERS MANUFACTURING CO. Announcement. Myers All-Weather television antenna. Folder. © James E. Myers, Jr. d.b.a. Myers Manufacturing Co.; 14Feb55 (in notice: 1954); KK107232.
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- For packaging, coding, identifying ... Mystik brand tapes, Self-Stik. (In Newsweek, Apr. 18, 1955, p.77) Appl. author: George H. Hartman Co. © 13Apr55; KK106565.
- Here it is, a Self-Stik tape specially designed for sealing all film bags. New Bag-Lok tape. (In The Packer, Mar. 12, 1955, p.13) Appl. author: George H. Hartman Co. © 12Mar55; KK106254.
- Now, Thinflex with controlled performance. Mystik brand Self-Stik. Thinflex masking tape. (In Newsweek, Mar. 7, 1955, p.91) Appl. author: George H. Hartman Co. © 2Mar55; KK104721.
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- Have you had your Nutrilite today? Food supplement. (In Ladies' home journal, Nov. 1953, p.148) © 80ct53; KK104535.
- Now is the time. Nutrilite food supplement. (In Time, Dec. 28, 1953, p.43) © 19Nov53; KK104536.
- Nutrilite, a distinguished product among food supplements. Health, like freedom and peace, endures as long as we exert ourselves ... (In The Saturday evening post, Mar. 22, 1952, p.119) © 20Feb52; KK103877.
- Nutrilite, a distinguished product among food supplements. In the sunlight of fact, there is growing, day by day, an awareness ... (In Life, Sept. 14, 1953, p.19) © 10Aug53; KK103878.
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- Time for facts. Nutrilite, a distinguished product among food supplements. (In Coronet, Oct. 1953, p.20-21) © 18Sep53; KK103879.
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- MYZON, INC. © Amazing new formula with stepped-up growth factor gets hogs to market weeks sooner. Myzon hog compound. Livestock feed supplement. Sheet. Appl. author: Arthur Meyerhoff & Co. © 12Feb55; KK106012.
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- New scientific Myzon formula in drinking water stops broiler slumps, raises chicks to fine

MYZON, INC. © Cont'd.
layers. Live stock feed supplement. Sheet. Appl. author: Arthur Meyerhoff & Co. © 5May55; KK106663.

You don't change feeding program, just mix into drinking water. Myzon poultry builder. Folder. Appl. author: Arthur Meyerhoff & Co. © 27Jun55; KK108145.

N

NAAS CORP.
Snappy ketchup. Net weight 12 oz. Label. © Naas Corp. of Ind. d.b.a. Naas Corp.; 22Feb55; KK106113.

NAF-LO CO. ©
New Naf-Lo Hy-Lift. Floor jacks. Folder. Appl. author: Harold C. Walker Advertising. © 25Mar55; KK106404.

NAME-MAKER CORP. ©
Mark your laundry quickly and easily. Writes directly on fabrics, York laundry marking pen. Counter display card. Appl. author: Oscar Greene. © 18Feb55; KK104625.

NASH ENGINEERING CO. ©
Nash instrument air compressor delivers only Clean Air ... Bulletin no. P-S-L-374-B. Folder. Appl. author: George B. Wright. © 21Jan55; KK104013.

NAT FIRST, INC. ©
I'm all yours. Mats and other advertising items. Folder. Appl. author: James Allison Barry. © 23Feb55; KK104844.

Nat First, advertising character of First National Banks. Mats and cuts. Sheet. Appl. author: James A. Barry. © 11Dec54; KK103004.

NAT FIRST, INC. SEE ALSO Lamb, Ora W.

NATIONAL ANILINE DIVISION, ALLIED CHEMICAL & DYE CORP. SEE Allied Chemical & Dye Corp.

NATIONAL CEMETERY ASSN. ©
For everlasting remembrance, nothing surpasses the grace, the dignity, the permanence of granite. Cemetery lots. Sheet. © 27Aug53; KK106903.

Forever in the human heart is the will to be remembered. Cemetery lots. Sheet. © 27Aug53; KK106907.

Love and devotion ... Yet, no matter what your means, you can have a fitting memorial of enduring stone ... Cemetery lots. Sheet. © 27Aug53; KK106902.

Our cemetery favors monuments for memorials because they are the traditional, the universal preference of the ages ... Cemetery lots. Sheet. © 27Aug53; KK106906.

The right way ... wisdom. Cemetery lots. Sheet. © 17Feb55; KK105351.

To choose now, a family memorial of your own is to make certain it will forever express your taste and your love for those dear to you. Cemetery lots. Sheet. © 27Aug53; KK106904.

We cannot: predict, prevent, evade, avoid it ... Cemetery lots. Sheet. © 15Dec54; KK105350.

Why buy before need? Cemetery lots. Sheet. © 25Jun54; KK105349.

The wrong way ... regret. Cemetery lots. Sheet. © 17Feb55; KK105352.

Your family name - nothing can perpetuate it as imperishably, as beautifully, as a monument. Cemetery lots. Sheet. © 27Aug53; KK106905.

NATIONAL COMICS PUBLICATIONS, INC. ©
Here's your Superman Dangle-Dandy. Kellogg's corn flakes. Cereal. Sheet. © 3Feb55; KK108237.
Not a bird, not a plane, it's flying Superman. Kellogg's corn flakes. Cereal. Sheet. © 27Apr55; KK108236.

Superman movie style viewer. No.20. Label. © 2Sep54; KK108068.

Superman wrist watches for boys and girls. Sheet. © 15May54; KK108067.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC. ©
Here are your official Mother's Day displays. Brochure. Appl. author: Arthur Freeman. © 15Feb55; KK104785.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. ©
Again it's Dairy Queen time. Dairy Queen spring opening ... West Main Street, Middletown, Delaware. Freshly frozen dairy food. (In The Middletown transcript, Middletown, Del., May 12, 1955, p.2) Appl. author: Kirk A. Journey. © 12May55; KK107960.

And Friday had no sundae. Dairy Queen coconut isle sundae. Route 48 west. Frozen dairy food. (In Breeze-courier, Taylorville, Ill., Feb. 26, 1955, p.2) Appl. author: Kirk A. Journey. © 26Feb55; KK105757.

As tasty as it looks; the Queen's butter pecan sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105025.

Big Dairy Queen 1½ sundae sale. Frozen dairy food. (In Atchison daily glove, Atchison, Kan., Mar. 4, 1955, p.8) Appl. author: Kirk A. Journey. © 4Mar55; KK105758.

Big Dairy Queen 1½ sundae sale. 1700 East Maple Street; 1045 West Station St. Freshly frozen dairy food. (In Kankakee daily journal, Kankakee, Ill., Mar. 18, 1955, p.21) Appl. author: Kirk A. Journey. © 18Mar55; KK106750.

Big Dairy Queen 5½ sundae sale. Highway 16. Freshly frozen dairy food. (In The Chamberlain register, Chamberlain, S. D., Apr. 28, 1955, p.2) Appl. author: Kirk A. Journey. © 28Apr55; KK108009.

A case for Sherlock Holmes. Butter pecan sundae. 10 S. Ohio St.; 126 N. Lake St. Freshly frozen dairy food. (In Aurora beacon-news, Aurora, Ill., Mar. 19, 1955, p.3) Appl. author: Kirk A. Journey. © 19Mar55; KK106751.

A case for Sherlock Holmes. Dairy Queen butter pecan sundae. Twelfth & Chestnut. Freshly frozen dairy food. (In The Coshoc-ton tribune, Coshoc-ton, Ohio, Apr. 22, 1955, p.7) Appl. author: Kirk A. Journey. © 22Apr55; KK107177.

Come to Kingman on dollar day, Wednesday, May 18. Big Dairy Queen 5½ sundae sale ... Freshly frozen dairy food. (In The Leader-courier, Kingman, Kan., May 13, 1955, p.10) Appl. author: Kirk A. Journey. © 13May55; KK108228.

The cone with the curl on top. Dairy Queen exclusive. Ice-milk product cone. 3 oz. net. Label. © 10Mar55; KK105685.

Contrary to Mary. Dairy Queen strawberry sundae. 936 Central Ave. Freshly frozen dairy food. (In The Charleston gazette, Mar. 14, 1955, p.16) Appl. author: Kirk A. Journey. © 14Mar55; KK106753.

Contrary to Mary ... Dairy Queen strawberry sundae. 216 East Main, Anthony, Kan. Freshly frozen dairy food. (In The Anthony republican, Anthony, Kan., Apr. 21, 1955, p.12) Appl. author: Kirk A. Journey. © 21Apr55; KK107458.

Dairy Queen banana split is it. Whole milk and sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr55; KK106740.

Dairy Queen banana sundae, a date with Chiquita. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr55; KK106735.

Dairy Queen exclusive. Sandwich. 3 oz. net. Ice-milk product. Label. © 10Mar55; KK105684.

Dairy Queen fresh-frozen peach sundae, Georgia special. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106736.

Dairy Queen fresh-frozen strawberry sundae, a royal repast. Whole milk & sweet cream frozen food. Wall hanger. Appl. author: W. J. Henderson. © 10Apr55; KK106724.

Dairy Queen fruit salad sundae, some loot, what fruit. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr55; KK106737.

Dairy Queen, heavy home-pak, a happy home habit. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr55; KK106739.

Dairy Queen tastes better. Chocolate sundae in a cup, with spoon. Whole milk and sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK107523.

Dairy Queen tastes better. Take-home package. Whole milk and sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK107524.

Delightfully refreshing, the Queen's fruit salad sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105019.

Dish for the gods. Dairy Queen cherry sundae. Dairy Queen store ... 434 E. Wooster St. ... Freshly frozen dairy food. (In The Daily sentinel-tribune, Bowling Green, Ohio, Apr. 19, 1955, p.14) Appl. author: Kirk A. Journey. © 19Apr55; KK107454.

Dish for the gods. Dairy Queen cherry sundae. Decker's ... 320 Dewey Ave. Freshly frozen dairy food. (In The Daily Jeffersonian, Cambridge, Ohio, Apr. 22, 1955, p.16) Appl. author: Kirk A. Journey. © 22Apr55; KK107175.

Enjoy flavon perfection; the Queen's chocolate sundae. Whole-milk and sweet-cream frozen food. Streamer. Appl. author: W. J. Henderson. © 15Jan55; KK105028.

Enjoy this famous treat, the Queen's coconut isle sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105026.

Eve never had it so good. Dairy Queen pineapple sundae. 508 S. 4th St. Freshly frozen dairy food. (In The Paragould daily press, Paragould, Ark., May 5, 1955, p.5) Appl. author: Kirk A. Journy. © 5May55; KK107959.

Fit for a king. Dairy Queen wild mountain blackberry sundae. Freshly frozen, dairy product. (In Farm Bureau news, Bettendorf, Iowa, Apr. 21, 1955, p.5) Appl. author: Kirk A. Journy. © 21Apr55; KK107001.

For extra sales and extra profits get into the Dilly business. (Instructions for making the Dilly) Whole-milk and sweet-cream frozen food. Sheet. Appl. author: W. J. Henderson. © 10Mar55; KK105114.

Free whistle with Dairy Queen, whistle-top sundae - all flavors. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr55; KK106738.

Here's your Dairy Queen whistle-top sundae. Highway 79 south of Campbell St., Edinburg, Ind. Freshly frozen dairy food. (In The Edinburg daily courier, Edinburg, Ind., May 4, 1955, p.4) Appl. author: Kirk A. Journy. © 4May55; KK108010.

Hot stuff. Dairy Queen hot fudge sundae ... from Buckley's ... Freshly frozen dairy food. (In Journal & review, Crawfordsville, Ind., Mar. 18, 1955, p.3) Appl. author: Kirk A. Journy. © 18Mar55; KK107914.

Hot stuff. Dairy Queen hot fudge sundae. The Scovels on U. S. 271 in North Poteau. Freshly frozen dairy food. (In The Poteau news, Poteau, Okla., Mar. 17, 1955, p.5) Appl. author: Kirk A. Journy. © 17Mar55; KK106752.

How to promote the Dilly. Whole-milk and sweet-cream frozen food. Sheet. Appl. author: W. J. Henderson. © 10Mar55; KK105115.

I'm a Dilly. Dairy Queen exclusive. 3 oz. net. Ice-milk product sandwich. Label. © 10Mar55; KK105686.

I'm a Dilly, Dairy Queen exclusive. 3 oz. net. Whole-milk and sweet-cream frozen food. Label. Appl. author: W. J. Henderson. © 10Mar55; KK105116.

I'm a Dilly. If it's round, it's a DQ Dilly. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar55; KK105117.

It's here again; the Queen's delicious strawberry short cake. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105027.

Mmm, it is delicious; the Queen's tasty butter scotch sundae. Whole-milk and sweet-cream frozen food. Streamer. Appl. author: W. J. Henderson. © 15Jan55; KK105030.

New DQ Dilly, Dairy Queen exclusive flavor coated round bar. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar55; KK105119.

1955 model Mother Hubbard ... Dairy Queen home-pak ... Dairy Queen Ave ... Mike Kromminga, owner. Freshly frozen dairy food. (In New Ulm daily journal, New Ulm,

Minn., Apr. 22, 1955, p.6) Appl. author: Kirk A. Journy. © 22Apr55; KK107457.

1955 model Mother Hubbard. Dairy Queen Home-Pak. Sam & Jayne Rue Stone, Hiway 59, north of Garnett. Freshly frozen dairy food. (In The Anderson Countian, Garnett, Kan., Mar. 10, 1955, p.3) Appl. author: Kirk A. Journy. © 10Mar55; KK106712.

No fairy tale this dish. Dairy Queen strawberry shortcake. After the ball, come to Route 59, West Nyack, N. Y. Freshly frozen dairy food. (In The Journal-news, Nyack, N. Y., Apr. 28, 1955, p.21) Appl. author: Kirk A. Journy. © 28Apr55; KK107456.

No fairy tale this dish. Dairy Queen strawberry shortcake. Freshly frozen, dairy food. (In Farm Bureau news, Bettendorf, Iowa, Apr. 7, 1955, p.4) Appl. author: Kirk A. Journy. © 7Apr55; KK106999.

No fairy tale, this dish. Dairy Queen strawberry shortcake. Sam & Jayne Rue Stone, Highway 59, North Garnett. Freshly frozen dairy food. (In The Anderson Countian, Garnett, Kan., Apr. 21, 1955, p.13) Appl. author: Kirk A. Journy. © 21Apr55; KK107176.

Pick-a-Dilly Rider's Dairy Queen. 936 Central Ave. at Russell St. Freshly frozen dairy food. (In The Charleston gazette, Charleston, W. Va., May 6, 1955, p.21) Appl. author: Kirk A. Journy. © 6May55; KK108230.

The Queen's butterscotch sundae, it's delicious, a treat for taste, a food for health. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106726.

Queen's creation, new, delicious, tempting: the Queen's black magic, angel-food hot fudge sundae. Whole-milk and sweet-cream frozen food. Streamer. Appl. author: W. J. Henderson. © 15Jan55; KK105029.

The Queen's delicious strawberry short cake. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106725.

The Queen's flavor fresh pineapple sundae ... Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106727.

The Queen's fresh frozen strawberry sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105022.

The Queen's new taste sensation, black magic sundae ... Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106734.

The Queen's own delicious, cherry sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105023.

The Queen's treat supreme, banana split. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105018.

Real taste thrill. Dairy Queen Jack and Jill sundae. Freshly frozen, dairy food. (In Farm Bureau news, Bettendorf, Iowa, Apr. 14, 1955, p.4) Appl. author: Kirk A. Journy. © 14Apr55; KK107002.

Real taste thrill: Dairy Queen Jack and Jill sundae. Freshly frozen dairy food. (In Leader-courier, Kingman, Kan., May 6, 1955, p.2) Appl. author: Kirk A. Journy. © 6May55; KK108229.

A real taste treat, the Queen's fresh frozen peach sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK104020.

Ripe, red, luscious; the Queen's fresh frozen strawberry sundae. Whole-milk and sweet-cream frozen food. Streamer. Appl. author: W. J. Henderson. © 15Jan55; KK105031.

A royal treat, the Queen's chocolate sundae ... Whole milk and sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106730.

A special thrill, the Queen's Jack and Jill sundae. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106733.

Sure bet. Dairy Queen banana split. Edwin & Evelyn Smith, 521 N. Main St. Freshly frozen dairy food. (In The Star-courier, Kewanee, Ill., Apr. 23, 1955, p.4) Appl. author: Kirk A. Journy. © 23Apr55; KK107453.

Sure bet ... Dairy Queen banana split. Route 17 between Franklin & Henry. Freshly frozen dairy food. (In The Observer, Hasbrouck Heights, N. J., Mar. 18, 1955, p.5) Appl. author: Kirk A. Journy. © 18Mar55; KK106659.

Sure bet. Dairy Queen banana split. 1708 W. 6th Ave. Freshly frozen dairy food. (In The Emporia gazette, Emporia, Kan., Apr. 16, 1955, p.8) Appl. author: Kirk A. Journy. © 16Apr55; KK107915.

Take home a DQ Dilly dollar deal. Buy 1Q get 1 free. Whole-milk and sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar55; KK105118.

Take home a treat, the Queen's Home-Pak ... Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106732.

Take home this treat: the Queen's special home-pak ... Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105024.

Take it from Sam. Dairy Queen malts and shakes. Dairy Queen store ... 434 E. Wooster St. Freshly frozen dairy food. (In The Daily sentinel-tribune, Bowling Green, Ohio, Apr. 26, 1955, p.12) Appl. author: Kirk A. Journy. © 26Apr55; KK107455.

Take it from Sam. Dairy Queen malts and shakes. Freshly frozen, dairy food. (In Farm Bureau news, Bettendorf, Iowa, Apr. 28, 1955, p.6) Appl. author: Kirk A. Journy. © 28Apr55; KK107000.

Take it from Sam. Dairy Queen malts and shakes. Try one today at Dairy Queen, across from the fairgrounds. Freshly frozen dairy food. (In Shawano evening leader, Shawano, Wis., May 3, 1955, p.4) Appl. author: Kirk A. Journy. © 3May55; KK107958.

Taste tempting, the Queen's hot fudge sundae. Whole-milk and sweet-cream frozen food. Poster. Appl. author: W. J. Henderson. © 15Jan55; KK105021.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. ©

Cont'd.

Taste tempting, the Queen's raspberry sundae ... Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106729.

Thick, smooth, the Queen's malts and shakes ... Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106728.

Tropic taste treat, the Queen's coconut isle ... Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr55; KK106731.

You'll dote on a DQ float. 5th & Fayette, Effingham. Freshly frozen dairy food. (In Effingham daily news, Effingham, Ill., May 19, 1955, p.7) Appl. author: Kirk A. Journy. © 19May55; KK108227.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. SEE ALSO Dairy Queen National Trade Assn., Inc.

NATIONAL HOMES CORP. ©

All-time high in promotion for your open house. Prefabricated houses. Folder. Appl. author: Applegate Advertising Agency, Inc. © 3Feb55; KK104529.

Another National Homes first. Homes unlimited, by James R. Price. Prefabricated houses. (In American builder, May 1955, p.112) Appl. author: Applegate Advertising Agency, Inc. © 1May55; KK106774.

Before you build or buy, see how much more National Homes offers you. Prefabricated houses. (In Small homes guide, 34th ed., summer-fall 1955, p.48) Appl. author: Applegate Advertising Agency, Inc. © 15Apr55; KK107281.

How successful would you like to be? Prefabricated houses. (In American builder, June 1955, p.66) Appl. author: Applegate Advertising Agency, Inc. © 1Jun55; KK107900.

Hundreds of National Home owners were asked, by impartial interviewers: would you recommend a National Home to friends? Prefabricated houses. (In The Mortgage banker, Mar. 1955, p.5) Appl. author: Applegate Advertising Agency, Inc. © 15Feb55; KK104800.

Living insurance for less than rent. Prefabricated houses. (In Good housekeeping, Apr. 1955, p.206) Appl. author: Applegate Advertising Agency, Inc. © 20Mar55; KK105262.

National Home mortgages are sound long-term investments; here's why. Prefabricated houses. (In Banking, Feb. 1955, p.15) Appl. author: Applegate Advertising Agency, Inc. © 28Jan55; KK104528.

1955 Custom-Line and Pacemaker houses by National Homes. Prefabricated houses. 19 p. Appl. author: Applegate Advertising Agency, Inc. © 2Jan55; KK103743.

Now going full blast. National Homes. Prefabricated houses. (In House & home, Mar. 1955, p.183) Appl. author: Applegate Advertising Agency, Inc. © 26Feb55; KK105014.

Precision production puts greater value into every National Home. Prefabricated houses. (In Banking, Apr. 1955, p.124) Appl. author: Applegate Advertising Agency, Inc. © 29Mar55; KK106289.

Profit in a package for National Homes builder-dealers. Prefabricated houses. (In House & home, Jan. 1955, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 2Jan55; KK104527.

Sign up with National Homes and watch your dollar-volume profit go up. Prefabricated houses. (In American builder, Apr. 1955, p.193) Appl. author: Applegate Advertising Agency, Inc. © 1Apr55; KK106288.

A smart new custom-line National Home. Two-level Hollybrook. Prefabricated houses. (In House beautiful, Apr. 1955, p.242) Appl. author: Applegate Advertising Agency, Inc. © 22Mar55; KK106343.

There are National Homes in every price bracket. Prefabricated houses. (In Banking, Jan. 1955, p.121) Appl. author: Applegate Advertising Agency, Inc. © 1Jan55; KK103652.

A tip to parents of the bride ... National Home. Prefabricated houses. (In Bride's magazine, summer 1955, p.21) Appl. author: Applegate Advertising Agency, Inc. © 15Apr55; KK106290.

Whatever your need, your desire, there's a new National Home for you. Prefabricated houses. Barrington Woods, near Barrington, Ill. (In The American magazine, Apr. 1955, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 31Mar55; KK106287.

Whatever your need, your desire, there's a new National Home for you. Prefabricated houses. Two-level Hollybrook custom-line & 2 other illus. (In Life, Jan. 17, 1955, p.92-93) Appl. author: Applegate Advertising Agency, Inc. © 14Jan55; KK103651.

You are cordially invited to visit the finest complete home ... You get so much more from National Homes. Prefabricated houses. (In Chicago construction news, Jan. 17, 1955, p.24) Appl. author: Applegate Advertising Agency, Inc. © 17Jan55; KK103742.

You can sell and build Nationals all the year 'round. Prefabricated houses. (In NAHB correlator, Feb. 1955, p.129-130) Appl. author: Applegate Advertising Agency, Inc. © 7Feb55; KK104530.

You get so much more from National Homes. Designs and sizes from \$6000 to \$40,000. Prefabricated houses. (In Indiana Assn. of Inspectors of Weights & Measures, 1955 annual ed., p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Apr55; KK106286.

You get so much more from National Homes. See for yourself at nationwide open house. Prefabricated houses. (In The Family circle, Mar. 1955, p.93) Appl. author: Applegate Advertising Agency, Inc. © National Homes Corp. a.k.a. National Homes; 24Feb55; KK105208.

You, too, get so much more from National Homes. Prefabricated houses. (In American builder, Mar. 1955, p.91) Appl. author: Applegate Advertising Agency, Inc. © 1Mar55; KK104801.

NATIONAL OF HARTFORD GROUP. ©

The only man in your town you wouldn't dare do business without. He is your protection agent. In-

surance. (In The Saturday evening post, Mar. 5, 1955, p.75) Appl. author: J. M. Hickerson, Inc. © 5Mar55; KK105642.

NATIONAL PLAN SERVICE, INC. ©

Homes of individuality for today's homemakers. Home plans. 32 p. © 4Jan55; KK103861.

Practical homes keyed to the times. Home plans. 32 p. © 3Jan55; KK103860.

NATIONAL PNEUMATIC CO., INC. ©

NP Supermatic, automatic door operator. Folder. © 10Jan55; KK105156.

NATIONAL PRESTO INDUSTRIES, INC. ©

Mom will love Presto and you. New Presto cooker, Presto fry-pan casserole & other products. (In Woman's home companion, Apr. 1955, p.63) © 1Apr55; KK106168.

Presto, America's most beautiful gifts. Automatic coffee maker and automatic electric skillet. (In Modern bride, winter 1954-55, p.129) © 12Oct54; KK103154.

Presto fiftieth anniversary bonus values; Presto, cook and serve on the spot. New Presto automatic electric fry-pan casserole; Presto automatic electric skillet & other products. (In The Saturday evening post, Mar. 19, 1955, p.93) © 19Mar55; KK106167.

Presto - four gifts in one ... Presto automatic electric skillet. (In The Saturday evening post, Dec. 11, 1954, p.123) © 11Dec54; KK103150.

She'll love a Presto skillet and coffee maker. (In This week (Minneapolis Sunday tribune), Dec. 5, 1954, p.35) © 5Dec54; KK103152.

She'll love Presto and you. Christmas scene, woman holding Presto automatic coffee maker. (In This week, Dec. 12, 1954, p.16-17) © 12Dec54; KK103151.

She'll love Presto and you. Christmas scene, woman holding Presto cooker. (In This week (Richmond times-dispatch), Nov. 28, 1954, p.18) © 28Nov54; KK103153.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSN. ©

Chief Running Water dealer; running water pays its own way. Electric service. Streamer. Appl. author: William S. Roberts. © 11Apr55; KK106244.

Is moisture getting you down? Electric service. Sheet. Appl. author: William S. Roberts. © 21Apr55; KK106248.

Willie Wiredhand. Electric water heater. Sheet. Appl. author: William S. Roberts. © 15Feb55; KK104872.

Willie Wiredhand. Happy New Year, Charlie. Electric service. Sheet. Appl. author: William S. Roberts. © 15Dec54; KK104874.

Willie Wiredhand. It's spring, it's spring, the bird is on the wing. How absurd ... Electric service. Sheet. Appl. author: William S. Roberts. © 4Mar55; KK106247.

Willie Wiredhand. There's no doubt, Willie, irrigation's the thing ... Electric service. Sheet. Appl. author: William S. Roberts. © 4Apr55; KK106246.

Willie Wiredhand. You've got a terrific workshop here, Sam. Electric service. Sheet. Appl. author: William S. Roberts. © 15Jan55; KK104873.

Willie Wiredhand with an Indian head-dress ... enclosed within a circle from which an arrow is extending. Electric service. Poster. Appl. author: William S. Roberts. © 11Apr55; KK106245.

NATIONAL STARCH PRODUCTS, INC. © You'll find us everywhere. Starches, adhesives, resins. Folder. © 15Apr55; KK107993.

NATIONAL TEA CO. © Serving you better, saving you more. National Food Stores. (In Chicago American, Mar. 7, 1955, p.5) Appl. author: Valentine S. Bauman. © 7Mar55; KK105780.

NATIONAL TUBE DIVISION, UNITED STATES STEEL CORP. SEE United States Steel Corp.

NATIONAL WINES, INC. © Monte Cristo California sauterne. Label. © 25Apr55; KK106768. Monte Cristo, half & half grape wine. Label. © 25Apr55; KK106767. Private stock, Gold Coin, California sherry. Label. © National Wines, Inc. d.b.a. Town Vintners; 11Apr55; KK107229.

NECCHI SEWING MACHINE SALES CORP. © I can make anything because my automatic Necchi does everything. (In Ladies' home journal, Oct. 1954, p.203) © 24Sep54; KK108093.

Now, I can make anything because my automatic Necchi does everything. (In Ladies' home journal, Sept. 1954, p.116) © 27Aug54; KK108092.

NEIMAN-MARCUS CO. © Advanced mink shape. (In The Dallas morning news, Apr. 20, 1955, pt.3, p.16) © 20Apr55; KK106703.

Custom fur-custom suit. (In The Dallas morning news, Feb. 18, 1955, pt.3, p.1) © 18Feb55; KK104328.

Deep, dark, and mink. (In The Dallas morning news, Mar. 20, 1955, pt.6, p.12) © Neiman-Marcus; 20Mar55; KK105444.

Desert sand mink. (In The Dallas morning news, Apr. 27, 1955, pt.3, p.1) © 27Apr55; KK106701.

Dividend, new mink coats. (In The Dallas morning news, Jan. 18, 1955, pt.3, cp.1) © 18Jan55; KK103872.

The fur bolero. (In The Dallas morning news, Feb. 13, 1955, pt.5, p.3) © 13Feb55; KK104327.

Glamorous mother? Flatter her with fox, the chic fur ... (In The Dallas morning news, May 1, 1955, pt.5, p.9) © 1May55; KK106704.

Mink socialite, our delightful new mink stole ... (In The Dallas morning news, Apr. 3, 1955, pt.5, p.2) © Neiman-Marcus; 3Apr55; KK105643.

New color, gunmetal-dyed squirrel. (In The Dallas morning news, Feb. 10, 1955, pt.3, p.16) © 10Feb55; KK104089.

A new era in mink. (In The Dallas morning news, Jan. 25, 1955, pt.3, cp.1) © 25Jan55; KK103873.

New minks for new places. © 16Mar55; KK105007.

New shape in mink. (In The Dallas morning news, Mar. 27, 1955, pt.6, p.12) © 27Mar55; KK105446.

New shapes in mink. (In The Dallas morning news, Mar. 30, 1955, pt.3, p.1) © 30Mar55; KK105644.

Pick a mink pocket stole. © 2Mar55; KK105006.

Shaded mink. Make a beautiful entrance in this royal pastel mink. © 20Feb55; KK104603.

Smart dyed squirrel, 250.00. (In The Dallas morning news, Mar. 25, 1955, pt. 2, p.3) © Neiman-Marcus; 25Mar55; KK105445.

The spring of mink stoles. (In The Dallas morning news, Apr. 13, 1955, pt.2, p.4) © 13Apr55; KK106702.

Springtime minks, under 1000.00. (In The Dallas morning news) © 23Feb55; KK104604.

10 fabulous mink coats 40 % off and more. (In The Dallas morning news, Feb. 4, 1955, pt.3, p.16) © 4Feb55; KK104090.

The traditional Neiman-Marcus fur sale. (In The Dallas morning news, Jan. 2, 1955, pt.5, p.2) © 2Jan55; KK103703.

The ultimate-sable. Fur. (In The Dallas morning news) © 2Feb55; KK103948.

The ultimate way of working mink, lavish, intricate, indeed quite a tidbit for any woman. (In The Dallas morning news, Dec. 19, 1954, p.10, pt.6) © 19Dec54; KK102843.

Wrap her in a wonderful Christmas stole of ranch mink. (In The Dallas morning news, Dec. 21, 1954, pt.3, p.1) © 21Dec54; KK102844.

NELSON ASSOCIATES, INC.

Purchase reserve plan; car owner's reference book. Pamphlet. Appl. author: James T. Russell. © Nelson Associates, Inc. & Russell Associates; 30Jul54; KK103774.

Purchase reserve plan; dealer instruction book. 11 p. Appl. author: James T. Russell. © Nelson Associates, Inc. & Russell Associates; 30Jul54; KK103773.

NESCO. ©

For keeping, for gifts ... Nesco Fryryte, automatic electric fry pan, the most wanted appliance in America today. (In Good housekeeping, May 1955, p.197) Appl. author: Western Advertising Agency. © 20Apr55; KK106432.

Get a Nesco fire-chief approved incinerator. (In American weekly, Mar. 20, 1955, p.22) Appl. author: Western Advertising Agency. © 20Mar55 (in notice: 1954); KK105576.

Get these 3 pretty trays ... in new Nesco Melody Stix. Kitchen accessories. (In Parade, May 8, 1955, p.27) Appl. author: Western Advertising Agency. © 8May55; KK106584.

Here's plenty of honey to make you money. Nesco electric cooking utensils. (In Electrical dealer, Feb. 1955, p.11) Appl. author: Western Advertising Agency. © 1Feb55; KK103947.

Here's plenty of honey to make you money. Nesco Kitchenryte decorated ware. (In Hardware age, Mar. 17, 1955, p.73) Appl. author: Western Advertising Agency. © 17Mar55; KK105046.

Here's plenty of honey to make you money. Nesco's newest ... line of decorated ware, Melody Stix, square canister set. (In Retailing daily, Feb. 10, 1955, p.19) Appl. author: Western Advertising Agency. © 10Feb55; KK104172.

Here's plenty of honey to make you money. Streak-O-Strength refuse can. (In Hardware age, Feb. 17, 1955, p.75) Appl. author: Western Advertising Agency. © 17Feb55; KK104416.

Here's plenty of honey to make you money. Sure, Nesco offers the most complete line of galvanized ware ... (In Hardware age, Mar. 3, 1955, p.45) Appl. author: Western Advertising Agency. © 3Mar55; KK105212.

How wonderful, it's a Nesco. Nesco Fryryte automatic electric fry pan. (In American weekly, Apr. 3, 1955, p.27) Appl. author: Western Advertising Agency. © 3Apr55; KK105577.

How wonderful, it's a Nesco Fryryte, automatic electric fry pan. (In Parade, Mar. 27, 1955, p.22) Appl. author: Western Advertising Agency. © 27Mar55; KK105259.

Look for the Streak-O-Strength ... Nesco Galryte, galvanized refuse can. (In Parade, May 15, 1955, p.2) Appl. author: Western Advertising Agency. © 15May55; KK106883.

Nesco, Colorbryte, decorated ware. Beauty and utility color-matched step-on cans and wastebaskets. (In The American weekly, May 29, 1955, p.13) Appl. author: Western Advertising Agency. © 29May55; KK107365.

Nesco plaid's the fad with picnic goers everywhere. Picnic equipment. (In American weekly, June 26, 1955) Appl. author: Western Advertising Agency. © 26Jun55; KK108210.

Nesco Styleryte multi-purpose cabinets. Beauty and utility all through your house. (In Parade, Mar. 13, 1955, p.36) Appl. author: Western Advertising Agency. © 13Mar55; KK104887.

NESCO DIVISION, NEW YORK SHIP-BUILDING CORP. SEE New York Shipbuilding Corp.

NESTLE CO., INC. ©

It's new. The only mix that makes real Toll House cookies. Nestle's Toll House cookie mix. Appl. author: McCann Erickson, Inc. © 7Apr55; KK106513.

Just add Nestlé's semi-sweet chocolate, make luscious Nestlé's candy quickies, easy as 1-2-3. Appl. author: McCann Erickson, Inc. © 20Feb55; KK104707.

Nothing but delicious coffee. Nescafé. (In Better homes & gardens, Feb. 1955, p.35) Appl. author: Bryan Houston, Inc. © 28Jan55; KK105434.

Now, satisfy your coffee hunger with Nescafé. (In Look, May 17, 1955, p.87) Appl. author: Bryan Houston, Inc. © 4May55; KK106520.

Now, satisfy your coffee hunger with new Nescafé. (In Look, Jan. 25, 1955, p.71) Appl. author: Bryan Houston, Inc. © 13Jan55; KK103380.

1/2 price introductory sale on the only mix that makes real Toll House cookies. Nestlé's Toll House cookie mix. Appl. author: McCann Erickson, Inc. © 30Mar55; KK107511.

The only chocolate milk that makes itself. Nestlé's Quik. Appl. author: McCann Erickson, Inc. © 25Jan55; KK104004.

NEUFELD, M. O.

If it's new, it's at Neufeld's.
Ladies' ready to wear. Label.
© Morton Neufeld; 1Apr55; KK106640.

NEW CASTLE PRODUCTS, INC. ©

The spacesaver, for architects and builders. Fall 1954. Modernfold doors. Pamphlet. Appl. author: R. H. McConville. © 15Nov54; KK102872.

NEW ENGLAND SHOPPING CENTER.

New England Shopping Center. Newburyport Turnpike, U. S. Route 1, Saugus, Massachusetts. Real estate. Booklet. © Green Development Corp. d.b.a. New England Shopping Center; 27Jan55; KK107236.

NEW MILL NOODLE & MACARONI CO., INC. ©

New Mill, enriched, Kluski. Noodles. Net wt. 8 ozs. Label. © 10Oct54; KK103037.

NEW YORK BEAD CO., INC. ©

Pin Me On handmade imported emblems. Self-service display. Appl. author: Irving D. Abrams. © 21Feb55; KK104508.

NEW YORK LIFE INSURANCE CO. ©

Should your child be an electronic engineer? By Mervin J. Kelly. (In Collier's, May 27, 1955, p.22-23) Appl. author: Compton Advertising, Inc. © 27May55; KK107902.

NEW YORK SHIPBUILDING CORP.

Nesco automatic Cookryte electric sauce pan. Model 5404. Label. Appl. author: J. B. Hanson. © Nesco Division, New York Shipbuilding Corp.; 8Jul54; KK103593.
Nesco automatic Tearyte for instant beverages. Model 5410N. Electric tea maker. Label. Appl. author: J. B. Hanson. © Nesco Division, New York Shipbuilding Corp.; 8Jul54; KK103594.

See Nesco's Coolryte ... Nesco Coolryte portable cooler. Nesco Grillryte portable charcoal grill. (In Hardware age, Apr. 14, 1955, 2 p. insert) Appl. author: Western Advertising Agency. © Nesco; 14Apr55 (in notice: 1954); KK105908.

NEWBERG (A.) & CO., INC. ©

Bat and ball ... candy too. Label. Appl. author: Mal Newberg. © 1May55; KK107341.

NEWBURGH TISSUE CO.

Mary Lamb tissues. Label. © Max Levinson d.b.a. Newburgh Tissue Co.; 12May53; KK102805.

NEWPORT PRODUCTS. ©

Bag Bug. Powered golfer's cart. Label. © 10Mar55; KK105628.

NEWSPAPER INSTITUTE OF AMERICA. ©

Earns over \$200. Claris I. Crane. How do you know you can't write? Correspondence course. (In Workbasket, Jan. 1955, p.23) Appl. author: Kaplan & Bruck. © 1Jan55; KK105203.

Home study. Earns over \$2,000. Elizabeth Kagan. To people who want to write, but can't get started. Correspondence course. (In Cosmopolitan, Jan. 1955, p.89) Appl. author: Kaplan & Bruck. © 24Dec54 (in notice: 1955); KK105200.

How do you know you can't write? Martha Leach; George M. Bowman. Correspondence course. (In Saturday night, Jan. 15, 1955, p.8) Appl. author: Kaplan & Bruck. © 15Jan55; KK105204.

Thanks N. I. A. for writing achievement. Norma Sullivan. What makes writing ability grow? Correspondence course. (In Nature magazine, Jan. 1955, p.3) Appl. author: Kaplan & Bruck. © 20Nov54 (in notice: 1955); KK105201.

To people who want to write, but can't get started. Do you have that constant urge ... Angeline C. Bonnot & Gene E. Levant. Correspondence course. (In Double action group (Western), Jan. 1955, p.4 of cover) Appl. author: Kaplan & Bruck. © 1Nov54; KK105515.

Why can't you write? Correspondence course. (In Man's life, Mar. 1955, p.2 of cover) Appl. author: Kaplan & Bruck. © 1Jan55; KK105202.

NEWTON & THOMPSON, INC. ©

Kiddie convertible chair-stool. The Brandon Line, toys of distinctive design. Sheet. © 28Apr55; KK107972.

NIRESK INDUSTRIES, INC. ©

Prize-winning, Baby Blue Eyes, biggest doll value in America; she sleeps, she cries, she sits. (In Christian herald, Nov. 1953, p.1) © 1Nov53; KK106480.

NODOR, INC. ©

Keeps your garbage free of odors. Odorid garbage deodorant. Contains 16 fl. ozs. Label. Appl. author: Joseph Watson. © 1Apr55; KK105865.

NORCROSS.

Accent on Blue, accent on freshness and loveliness, by Norcross, of course. Signature Notepaper. 10 notes & envelopes. 59SN3. Label. © Norcross, Inc.; 13Apr55; KK106947.

Calico Cat. Signature Notepaper, by Norcross of course. 59SN5. 10 notes & envelopes. Label. © Norcross, Inc.; 9Feb55; KK105293.

The famous Norcross American Beauty, a perfect note for every occasion. Signature Notepaper. 10 notes & envelopes. 59SN7. Label. © Norcross, Inc.; 13Apr55; KK106949.

Gingham Dog. Signature Notepaper, by Norcross of course. 59SN6. 10 notes & envelopes. Label. © Norcross, Inc.; 9Feb55; KK105291.

Happy New Year. Make 1955 a Norcross year. Greeting cards ... by Norcross, of course. 1955 calendar. © Norcross, Inc.; 23Dec54 (in notice: 1955); KK103671.

New Angles. Signature Notes, by Norcross of course. 100SN45. 16 notes and decorative envelopes; 2 designs. Label. © Norcross, Inc.; 20Jan55; KK105290.

Safari. Signature Notes, by Norcross of course. 59SN2. 10 notes & envelopes. Label. © Norcross, Inc.; 20Jan55; KK105289.

She's pert, she's friendly, she's breezy, she's Susie-Q, by Norcross, of course. Signature Notepaper. 10 notes & envelopes. 59SN4. Label. © Norcross, Inc.; 2Mar55; KK106948.

When it comes to Signature Notepaper, Emerald is a real jewel, by Norcross, of course. 10 notes & envelopes. 59SN8. Label. © Norcross, Inc.; 13Apr55; KK106946.

Wrap your gifts with beauty, with glamour, with gift wrappings, by Norcross, of course. Pamphlet. © Norcross, Inc.; 23Nov54; KK102923.

NORDBERG MANUFACTURING CO. ©

Nordberg automatic Gang Tamper. Bulletin P-27. Railroad trackworking equipment. Folder. Appl. author: W. F. Reeder. © 23Mar55; KK107874.

Nordberg ballast router removes high ballast from cribs and sweeps ties ahead of Adzing machine. Railroad trackworking equipment. Bulletin 240. Sheet. Appl. author: W. F. Reeder. © 4Feb55; KK107876.

Nordberg portable precision grinder. Railroad trackworking equipment. Bulletin 241. Sheet. Appl. author: W. F. Reeder. © 23Mar55; KK107877.

Ratings of Nordberg two-cycle diesel engines. Sheet. Appl. author: Edward L. Satola. © 19Oct54; KK102460.

Size and dewater fine coal with the Symons V-Screen. Bulletin P-28. Folder. Appl. author: W. F. Reeder. © 19May55; KK107875.

NORDMANN, JOSEPH B. & ERNEST S.

KULJIAN, sole owners, PACIFIC CHEMICAL CONSULTANTS. SEE Pacific Chemical Consultants.

NORKY MANUFACTURING CORP. ©

Maximum comfort at minimum cost with the sensationally all new Sub-Aire comfort cooler. Electric fans. 4 p. Appl. author: Raymond Brewer. © 26Mar55; KK107152.

NORMANDIE IMPORTS, DIVISION OF ART & DESIGN WORKSHOP, INC. SEE Art & Design Workshop, Inc.

NORMAN'S KILL FARM DAIRY CO., INC. © Lo-Cal thrift pak chocolate ice cream. One pint liquid. Label. Appl. author: James Zona. © 28Jan55; KK104722.

NORRIS CANDY CO. ©

Norris exquisite candies. Whole nuts, chocolates and confections. Our coral package. One pound net. Label. Appl. author: Peter Forsman. © 1Mar54; KK103696.

NORTH AMERICAN SEA FOOD CO., INC. ©

Best Buy brand clam recipes. (Recipes for Best Buy clams.) Label. Appl. authors: George Kratzner & Helen Drew. © 14Oct54; KK103061.

NORTH AMERICAN VAN LINES, INC. ©

Another true experience ... China from Germany repacked and moved without a chip. (In The Saturday evening post, Mar. 12, 1955, p.96) Appl. author: Applegate Advertising Agency, Inc. © 8Mar55; KK105011.

Another true experience from the files of North American Van Lines, the leader in long-distance moving. Sales manager sold on magic carpet move. (In Look, Apr. 5, 1955, p.46) Appl. author: Applegate Advertising Agency, Inc. © 22Mar55; KK105341.

Another true experience from the files of North American Van Lines, the leader in long-distance moving. Small-town family gets big city service. (In Look, Jan. 25, 1955, p.82) Appl. author: Applegate Advertising Agency, Inc. © 11Jan55; KK103745.

Another true experience from the files of North American Van Lines, the leader in long-distance moving. The minister came early, but his move was made on schedule. (In The Saturday evening post, May 14, 1955, p.125) Appl. author: Applegate Advertising Agency, Inc. © 10May55; KK107260.

Boost employee morale by using the leader in long-distance moving. (In Fortune, Feb. 1955, p.69) Appl. author: Applegate Advertising Agency. © 25Jan55; KK104797.

If you're moving this man give him a wife-approved move. (In Sales management, Jan. 15, 1955, p.57) Appl. author: Applegate Advertising Agency, Inc. © 15Jan55; KK104799.

Please, Kitty, North American customers expect prompt delivery. Long-distance moving. (In The New Yorker, Apr. 23, 1955, p.111) Appl. author: Applegate Advertising Agency, Inc. © 21Apr55; KK106778.

Quiet, Joe, I had to sing her older brother back to sleep the last time they moved by North American. (In The New Yorker, Feb. 19, 1955, p.54) Appl. author: Applegate Advertising Agency, Inc. © 17Feb55; KK104798.

You, too, can trust the leader in long-distance moving. (In The Saturday evening post, Jan. 29, 1955, p.13) Appl. author: Applegate Advertising Agency, Inc. © 26Jan55; KK103746.

Your NAVL agent, representing the leader in long-distance moving, offers all four moving services. (In Traffic world, June 4, 1955, p.19) Appl. author: Applegate Advertising Agency, Inc. © 4Jun55; KK107898.

NORTH & JUDD MANUFACTURING CO.
Dependable sailboat fittings available here. Wall display chart. © Wilcox-Crittenden Division, North & Judd Manufacturing Co.; 31May55; KK107284.

NORTHERN PAPER MILLS DIVISION, MARATHON CORP. SEE Marathon Corp.

NORTHWEST PAPER CO. ©
Northwest news. v.19, no.3, 1954. © 12Dec54; KK103240.

A Northwest pedigreed paper: Northwest Velopaque Text. Mountie inspecting furs. Folder. © 21Feb55; KK106202.

Northwest pedigreed papers always make good printing better. Mountie and Indian boy on pony. (In Paper, film & foil converter, May 1955, between p.10 & 13) © 2May55; KK106688.

Northwest pedigreed papers always make good printing better. Mountie and Indian caravan. (In Paper, film & foil converter, Jan. 1955, between p.52 & 55) © 30Dec54 (in notice: 1955); KK103034.

Northwest pedigreed papers always make good printing better. Mountie holding gun; snowshoes in snow. 1955 calendar. © 1Dec54; KK103931.

Northwest pedigreed papers always make good printing better. Mountie with guide carrying canoe. (In Paper, film & foil converter, Apr. 1955, p.11-12) © 29Mar55; KK105682.

NORWAY CANNING INDUSTRY.

New fish idea. Discover the tasty way of Kippers from Norway. Appl. author: McCann Erickson, Inc. © Norway Canning Industry (Norwegian Cannery Assn.); 25May54; KK100919.



OAKES CONSUMER CATALOGS. ©

Santa's own toy book. Free, ask for it at stores everywhere ... © 16Nov53; KK102997.

O'BRIEN CORP. ©

TV's charming Meadows sisters choose O'Brien's new Liquid Velvet with Alki-Therm. Paint. (In Life, Mar. 28, 1955, p.121) Appl. author: Jones & Taylor & Associates. © 25Mar55; KK106314.

OCONOMOWOC CANNING CO. ©

Chefs Best cut green beans. Contents 6 lbs. 5 oz. Label. © 5Oct53 (in notice: 1952); KK104783.

Chefs Best cut wax beans. Contents 6 lbs. 5 oz. Label. © 12Jul54 (in notice: 1952); KK104784.

OHIO EDISON CO. ©

If fuel and power are important to your plant location, investigate the center of industrial America. Electrical service. (In U. S. news & world report, Feb. 18, 1955, p.128) Appl. author: Clay Herrick, Jr. © 14Feb55; KK104303.

If manpower is important to your plant location, investigate the center of industrial America. Electrical service. (In U. S. news & world report, Jan. 21, 1955, p.132) Appl. author: Clay Herrick, Jr. © 17Jan55; KK104324.

If nearby markets are important to your plant location, investigate the center of industrial America. Electrical service. (In U. S. news & world report, Dec. 17, 1954, p.75) Appl. author: Clay Herrick, Jr. © 13Dec54; KK102876.

OHIO MATCH CO. ©

Anemone. cBlue; 2 illus.; Book matches. Label. © 17Feb55; KK104655.

Anemone. cRed; single illus.; Book matches. Label. © 28Jan55; KK104063.

Azalea. cSingle illus.; Book matches. Label. © 28Jan55; KK104066.

Azalea. c2 illus.; Book matches. Label. © 17Feb55; KK104653.

Camellia. cSingle illus.; Book matches. Label. © 28Jan55; KK104064.

Camellia. c2 illus.; Book matches. Label. © 17Feb55; KK104648.

Cosmos. Book matches. Label. © 28Jan55; KK104065.

Crinum. Book matches. Label. © 28Jan55; KK104069.

Daffodil. Book matches. Label. © 28Jan55; KK104070.

Easter lily. Book matches. Label. © 28Jan55; KK104068.

Horses; broncho. Label. © 11May55; KK107794.

Horses; carriage. Label. © 11May55; KK107792.

Horses; hunter. Label. © 11May55; KK107793.

Horses; polo pony. Label.

© 11May55; KK107795.

Horses; trotter. Label. © 11May55; KK107791.

Iris. cSingle illus.; Book matches. Label. © 28Jan55; KK104062.

Iris. c2 illus.; Book matches. Label. © 17Feb55; KK104651.

Lily. Book matches. Label. © 17Feb55; KK104654.

Look what's happened to the kitchen match. Ohio Blue Tip. (In McCall's, Dec. 1954) Appl. author: Young & Rubicam, Inc. © 20Nov54; KK108181.

Maxwell, 1911. (Transportation; automobile) Label. © 11May55; KK107790.

Narcissus. Book matches. Label. © 17Feb55; KK104650.

Only Ohio Blue Tip matches come in these fancy boxes and they don't cost you a penny extra. (In McCall's, Mar. 1955, p.71) Appl. author: Young & Rubicam, Inc. © 22Feb55; KK108180.

Orchid. Book matches. Label. © 28Jan55; KK104067.

Peony. Book matches. Label. © 17Feb55; KK104652.

Poppy. Book matches. Label. © 17Feb55; KK104656.

Rose. cPink; 2 illus.; Book matches. Label. © 17Feb55; KK104649.

Rose. cRed; single illus.; Book matches. Label. © 28Jan55; KK104071.

Shamrock III; Reliance, 1903. (Transportation; yacht) Label. © 11May55; KK107786.

Sports; baseball. Label. © 11May55; KK107798.

Sports; football. Label. © 11May55; KK107799.

Sports; golf. Label. © 11May55; KK107796.

Sports; skiing. Label. © 11May55; KK107800.

Sports; tennis. Label. © 11May55; KK107797.

They're new. Beautiful flower book-matches brought to you by Ohio Blue Tip ... (In McCall's, Apr. 1955, p.77) Appl. author: Young & Rubicam, Inc. © 22Mar55; KK108182.

Transportation; locomotive. Label. © 11May55; KK107789.

Transportation; stern wheeler. Label. © 11May55; KK107788.

U. S. Constitution. (Transportation; ship) Label. © 11May55; KK107787.

Violet. Book matches. Label. © 17Feb55; KK104647.

OHIO NUT & BOLT CO. ©

Ohio PN nuts. Bulletin 551. Folder. Appl. author: John Thomas Doheny. © 20Jan55; KK103465.

OHREBACH'S, INC. ©

Don't push. There are lots of trains going to Ohrbach's. Clothing. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Apr55; KK106555.

First we went to Ohrbach's ... for campwear bargains. (In New York post, June 1, 1955, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun55; KK107755.

I saw it for less at Ohrbach's. Clothing. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 11May55; KK106684.

OHRBACH'S, INC. © Cont'd.

- It's never too early to tell them about Ohrbach's for Mother's Day gifts. Clothing. (In The New York times, May 1, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 1May55; KK106683.
- It's what you get for the low price that counts. Clothing. (In The New York times, Mar. 6, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar55; KK104685.
- Looking for something for the chief? For Father's Day gifts, it's Ohrbach's ... Clothing. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 15May55; KK107299.
- A man will turn somersaults for a woman who shops at Ohrbach's. Clothing. (In The New York times, Mar. 13, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 13Mar55; KK104895.
- Ohrbach's is back ... with its greatest collection of couturier fashions. (In The New York times, Mar. 20, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 20Mar55; KK105045.
- Remember, for the lowest prices, don't buy until you check Ohrbach's. Clothing. (In Newark star ledger, Mar. 27, 1955, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar55; KK105719.
- Watching your pennies? Clothing. (In The New York times, Apr. 17, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 17Apr55; KK106199.
- We'll be right home, mom, we couldn't resist the bargains at Ohrbach's. Clothing. (In The New York times, Apr. 3, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 3Apr55; KK105715.
- You'll like the way the price fits, too. Clothing. (In The New York times, Mar. 27, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar55; KK105718.
- Your eyes are never bigger than your purse at Ohrbach's. Clothing. (In The New York times, Feb. 27, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 27Feb55; KK104550.
- OLD COLONY CO-OPERATIVE BANK, PROVIDENCE. ©
- Ahoy, save here for that boat you want, suggests Ben Thrifty. (In The Providence Sunday journal, Mar. 27, 1955, p.B15) © 27Mar55; KK105702.
- Bothered by bills? (In The Providence Sunday journal, Jan. 9, 1955, p.12) Appl. author: Gordon Schonfarber & Associates, Inc. © 9Jan55; KK103729.
- Don't let your savings be just a grab-bag for bills. (In The Providence Sunday journal, Feb. 27, 1955, p.7) © 27Feb55; KK105228.
- Give your child a pet reason to save, advises Ben Thrifty ... (In The Providence Sunday journal, Mar. 6, 1955, p.7) © 6Mar55; KK105227.
- Look what's new in West Warwick. (In The Pawtuxet Valley daily times, Feb. 11, 1955, p.2) Appl. author: Gordon Schonfarber & Associates, Inc. © 11Feb55; KK104763.
- Look what's new in Woonsocket. (In Woonsocket call, Feb. 4, 1955, p.7) Appl. author: Gordon Schonfarber & Associates, Inc. © 4Feb55; KK104766.

- Stars in your eyes are wonderful reasons for balanced saving. (In The Providence Sunday journal, Feb. 13, 1955, p.25) Appl. author: Gordon Schonfarber & Associates, Inc. © 13Feb55; KK104764.
- There's a great year ahead for people who save. (In The Providence Sunday journal, Jan. 2, 1955, p.4) Appl. author: Gordon Schonfarber & Associates, Inc. © 2Jan55; KK103728.
- This is the week to start saving for big rewards this year. (In The Providence Sunday journal, Jan. 16, 1955, p.25) Appl. author: Gordon Schonfarber & Associates, Inc. © 16Jan55; KK103730.
- Washington's greatest joy was being in his own home, recalls Ben Thrifty. (In The Providence Sunday journal, Feb. 20, 1955, p.17) Appl. author: Gordon Schonfarber & Associates, Inc. © 20Feb55; KK104762.
- Would you like to go South on vacation? (In The Providence Sunday journal, Jan. 30, 1955, p.18) Appl. author: Gordon Schonfarber & Associates, Inc. © 30Jan55; KK104765.
- Your savings at Old Colony did a noteworthy job in '54. (In The Providence Sunday journal, Jan. 23, 1955, p.2) Appl. author: Gordon Schonfarber & Associates, Inc. © 23Jan55; KK103727.
- OLD VIRGINIA PACKING CO., INC. ©
- Davy Crockett in a jam at Congress. Old Virginia ... pure Concord grape jam. Net wt. 12 oz. Label. © 30Apr55; KK106492.
- Davy Crockett in a jam at the Alamo. Old Virginia ... pure strawberry preserves. Net wt. 12 oz. Label. © 30Apr55; KK106491.
- Davy Crockett in a jam with a bear. Old Virginia ... pure seeded blackberry preserves. Net wt. 12 oz. Label. © 30Apr55; KK106490.
- Davy Crockett in a jam with an Indian. Old Virginia ... pure peach preserves. Net wt. 12 oz. Label. © 30Apr55; KK106493.
- Davy Crockett's in a jam. Old Virginia jams and preserves. Folder. © 14May55; KK107109.

OLECK, STANLEY, proprietor DIRECTORY PUB. CO. SEE Directory Pub. Co.

OLLSTEIN, CHARLES. ©

- For greater listening pleasure from your Regency transistor pocket radio, the Regency battery saver kit. Folder. © 13May55; KK107051.
- Regency radio battery-saver kit. Folder. © 13May55; KK107052.

OLSON RUG CO. ©

- Before you buy any rugs, carpets, write-today direct to the Olson factory for America's greatest money-saving catalog ... (In McCall's, Jan. 1955, p.4 of cover) Appl. author: Arthur William Prussing. © 21Dec54; KK104689.
- Choose from Chicago's largest displays of quality broadloom carpets and rugs. (In Chicago Sunday tribune, Mar. 20, 1955, pt.1, p.33) Appl. author: Arthur William Prussing. © 20Mar55; KK105251.
- Heavy, luxurious, two-sided broadloom at savings up to 1/2 direct to you from the Olson factory. (In Home modernizing, spring

1955, p.195) Appl. author: Arthur William Prussing. © 22Mar55; KK106107.

- I guarantee to send the finest rugs you ever had for so little money. It's easy - it's like magic. (In Family weekly magazine, Jan. 23, 1955, p.4) Appl. author: Arthur William Prussing. © 23Jan55; KK104687.
- I guarantee to send you, the finest rugs and carpets you ever had for so little money. Before you buy ... (In Christian herald, Jan. 1955, p.53) Appl. author: Arthur William Prussing. © 25Dec54; KK104688.
- Now, specially reduced, save \$50-\$75-\$125. Broadloom carpets, rugs. (In Chicago Sunday tribune, Apr. 17, 1955, pt.1, p.29) Appl. author: Arthur W. Prussing. © 17Apr55; KK106220.
- The secret of how to have lovelier broadloom rugs and wall-to-wall carpets at savings up to 1/2. We guarantee to please or pay for your materials. (In Christian herald, Feb. 1955, p.4 of cover) Appl. author: Arthur William Prussing. © 25Jan55; KK104691.
- The secret of how to have lovelier broadloom rugs and wall-to-wall carpets at savings up to 1/2. We promise a pleasant surprise. (In Better homes & gardens, Feb. 1955, p.3 of cover) Appl. author: Arthur William Prussing. © 26Jan55; KK104690.
- The secret of lovelier broadloom rugs and wall-to-wall carpets at savings up to 1/2. No-risk trial offer. [Woman's hand holding rug sample] (In Woman's home companion, Feb. 1955, p.25) Appl. author: Arthur William Prussing. © 20Jan55; KK104692.
- Visit our new South Side salesroom ... From Olson looms, finest quality broadloom carpets and rugs. (In Chicago Sunday tribune, Mar. 20, 1955, South section, pt.3, p.10) Appl. author: Arthur William Prussing. © 20Mar55; KK105250.
- ONEIDA, LTD. ©
- All you need for a beautiful dinner party, now at a very special price. 1881 Rogers silverplate. (In Life, Nov. 8, 1954, p.2 of cover) Appl. author: J. Walter Thompson Co. © 5Nov54; KK103971.
- A great, new pattern sets an exciting precedent in silverware design. South Seas in Community. (In Seventeen, Mar. 1955, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar55; KK107103.
- Heirloom sterling is so very special. (In Modern bride, summer 1955, p.135) Appl. author: J. Walter Thompson Co. © 1Apr55; KK106227.
- New, Six-plus-One place setting, seven beautiful pieces at a money saving price. Heirloom sterling. (In House beautiful, Apr. 1955, p.175) Appl. author: J. Walter Thompson Co. © 20Mar55; KK106228.
- New, the Six-plus-One place setting in all-time favorite, Damask Rose, in Heirloom sterling. (In The American home, Mar. 1955, p.4 of cover) Appl. author: J. Walter Thompson Co. © 25Feb55; KK106230.
- Say I love you with a gift of treasured Community silverware. South Seas, brand-new and beautiful. (In Woman's home

companion, Dec. 1954, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov54; KK103013.

Together, you'll be proud of your Community. cMan with building plans; woman holding fabric samples; Silverware. (In Life, Feb. 21, 1955, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Feb55; KK107100.

Together, you'll be proud of your Community. cSmiling couple with refreshments; Silverware. (In Life, Apr. 25, 1955, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Apr55; KK107101.

When she's in love, it's a silver Christmas. Heirloom sterling. (In The American home, Dec. 1953, p.4 of cover) Appl. author: J. Walter Thompson Co. © 25Nov53; KK106901.

OPPENHEIMER, GRETEL & MAX OPPENHEIMER forming the partnership OPPIE'S HOBBIES. SEE Oppie's Hobbies.

OPPENHEIMER, MAX & GRETEL OPPENHEIMER forming the partnership OPPIE'S HOBBIES. SEE Oppie's Hobbies.

OPPIE'S HOBBIES.

If you can sew, you can make ... pigskin gloves with the new do-it-yourself, complete Glovekit ... Folder. © Oppie's Hobbies, a partnership consisting of Max Oppenheimer & Gretel Oppenheimer; 11May55; KK106690.

ORGANIC SOIL CO.

Red Worm organic potting soil. Label. © H. G. Wood d.b.a. Organic Soil Co.; 15Jan55; KK105150.

ORIENTAL FOODS, INC. ©

Jan-U-Wine vacuum packed beef chop suey. Contents one pound & three pounds. Label. Appl. author: Ken Kim. © 9Mar55; KK106649.

ORNAMENTAL GROWERS ASSN. OF NORTHERN ILLINOIS. ©

Always dependable, look for this seal. Locally grown trees, shrubs, evergreens. Label. Appl. author: Fred. Worth. © 27Nov54; KK102946.

OSHKOSH B'GOSH, INC. ©

For men who want the best. Men's shirts. Hang tag. Label. © 27Jan55; KK103702.

Here is your OshKosh B'Gosh 1955 matched set display to help you increase sales. Displa-Mobile featuring utility wear sets. Sheet. Appl. author: Berger-Amour Co. © 21Mar55; KK105783.

OSTER (JOHN) MANUFACTURING CO. ©

Complete home workshop does Scout woodworking projects, quick, easy. Cummins power tools. (In Boys' life, Mar. 1955, p.70) Appl. author: Wilbur N. Davidson. © 1Mar55; KK106239.

For Father's Day ... Cummins portable electric workshop makes any man a handyman. (In Better homes & gardens, June 1955, p.169) Appl. author: Wilbur N. Davidson. © 1Jun55; KK107942.

For Father's Day ... Cummins portable electric workshop makes any man a handyman ... Mail this coupon today. (In McCall's, June 1955, p.124) Appl. author: Wilbur N. Davidson. © 1Jun55; KK107486.

For Father's Day ... Cummins portable electric workshop makes any man a handyman ... Write for free picture book. (In Good house-keeping, June 1955, p.154) Appl. author: Wilbur N. Davidson. © 1Jun55; KK107487.

Get in on the local dealer program that's booming sales of Cummins power tools. Again in '55 ... (In Electrical merchandising, Feb. 1955, p.220) Appl. author: Wilbur Davidson. © 1Feb55; KK104028.

Get in on the local dealer program that's booming sales of Cummins power tools. Again in '55 ... (In Hardware & housewares, Feb. 1955, p.32) Appl. author: Wilbur N. Davidson. © 1Feb55; KK104136.

Get in on the local dealer program that's booming sales of Cummins power tools. Lumber dealers say ... (In American lumberman & building products merchandiser, Feb. 7, 1955, p.97) Appl. author: Wilbur N. Davidson. © 7Feb55; KK103925.

Get this terrific Cummins display stand free of extra cost. Yes, yours at absolutely no charge ... Cummins power tools. (In Electrical merchandising, Mar. 1955, p.198) Appl. author: Wilbur N. Davidson. © 1Mar55; KK106237.

Get this terrific Cummins display stand free of extra cost ... Your profit \$58.05. Cummins power tools. (In Hardware & housewares, Mar. 1955, p.49) Appl. author: Wilbur N. Davidson. © 1Mar55; KK106240.

Get this terrific Cummins display stand free of extra cost with purchase of 4 fast-selling Cummins power tools. (In American lumberman & building products merchandiser, Mar. 7, 1955, p.103) Appl. author: Wilbur N. Davidson. © 7Mar55; KK106238.

Hey dad, let's get this terrific Maxaw, finest power saw to fix-up, beautify your home and yard. Cummins Maxaw 717 with magic-pivot. (In Sunday journal-star, June 12, 1955, comic section) Appl. author: Wilbur N. Davidson. © 12Jun55; KK107941.

New king of the rippers, Maxaw 757 with exclusive magic pivot. Power saw. (In Practical builder, Feb. 1955, p.45) Appl. author: Wilbur N. Davidson. © 1Feb55; KK103926.

No saw like a Maxaw, in performance, in value. Power tools. (In Popular mechanics, Mar. 1955, p.286) Appl. author: Wilbur Davidson. © 1Mar55; KK106078.

OTTENBERG'S BAKERS, INC. ©

Nosh-a-rye. Net weight 1/2 lb. Bread. Label. Appl. author: Milprint, Inc. © 9Mar55; KK105184.

OTTO, CARL A. ©

New, Korny Kit. Amusement novelty device. Label. © 30Mar55; KK105451.

OTTO & SONS, INC. ©

Otto & Sons; meat, wholesale, retail; home freezer service. (Logo-type or nameplate) cButcher pointing to grade stamp on meat cut and resting arm on firm name pattern; © 10Mar55; KK104751.

Otto & Sons; meat, wholesale, retail; home freezer service. (Logo-type or nameplate) cCut of meat & lettering; © 10Mar55; KK104750.

OUR OWN HARDWARE CO. ©

Supermix alkyd flat wall enamel. White. FA-50. One quart U. S. measure. Label. © 26Nov54 (in notice: 1955); KK105358.

Supermix barn paint. Oxide red. FSPB. One quart U. S. measure. Label. © 21Jan55; KK105365.

Supermix enamel undercoat. White. FXCT. One quart U. S. measure. Label. © 22Nov54 (in notice: 1955); KK105362.

Supermix exterior primer. White. FHEP. One quart U. S. measure. Label. © 17Nov54 (in notice: 1955); KK105353.

Supermix house paint. Colonial yellow. FH1. One quart U. S. measure. Label. © 7Dec54 (in notice: 1955); KK105360.

Supermix house paint. Sunshine yellow. FH-101. One quart U. S. measure. Label. © 6Dec54 (in notice: 1955); KK105359.

Supermix marine paint. Duck boat drab. FM 14. One quart U. S. measure. Label. © 10Jan55; KK105364.

Supermix, one coat, 4 hour enamel. Chrome finish aluminum. FX 80. One quart U. S. measure. Label. © 8Nov54 (in notice: 1955); KK105361.

Supermix pigmented primer. White. FPPR. One quart U. S. measure. Label. © 15Dec54 (in notice: 1955); KK105357.

Supermix rubberized floor enamel. Dark oak. FRE32. One quart U. S. measure. Label. © 10Nov54 (in notice: 1955); KK105356.

Supermix satin finish. Interior gloss. Ivory white. FG 10. Paint. One quart U. S. measure. Label. © 18Nov54 (in notice: 1955); KK105363.

Supermix supreme one coat house paint. Outside white. FH99. One quart U. S. measure. Label. © 23Nov54 (in notice: 1955); KK105355.

Supermix trim color. Napoleon blue. FH37NF. One quart U. S. measure. Paint. Label. © 14Dec54 (in notice: 1955); KK105354.

OVERBY, ALBERTA & JOHN D. OVERBY d.b.a. JOHN'S GREENHOUSE. SEE John's Greenhouse.

OVERBY, JOHN D. & ALBERTA OVERBY d.b.a. JOHN'S GREENHOUSE. SEE John's Greenhouse.

OVERHEAD DOOR CORP. ©

Clear-Vision doors assure better service, better sales. (In National petroleum news, Feb. 1955, p.41) Appl. author: Applegate Advertising Agency, Inc. © 28Jan55; KK104521.

A complete line of doors. A complete price range. (In Architectural forum, Jan. 1955, p.211) Appl. author: Applegate Advertising Agency, Inc. © 5Jan55; KK103841.

Cut traffic hazards with the Overhead Door. (In Fire engineering, Mar. 1955, p.218) Appl. author: Applegate Advertising Agency, Inc. © 15Mar55; KK105261.

An extra room for your home at lowest cost. 25 p. Appl. author: Applegate Advertising Agency, Inc. © 25Feb55; KK105348.

OVERHEAD DOOR CORP. © Cont'd.

Extra space at half the cost.

Yours with a garage and the Overhead Door. (In House & garden's book of building, 1955 issue, p.221) Appl. author: Applegate Advertising Agency, Inc. © 15Mar55; KK105260.

Here's that extra space home buyers are demanding at garage construction cost. (In House & home, Mar. 1955, p.366) Appl. author: Applegate Advertising Agency, Inc. © 26Feb55; KK105013.

The most complete, most modern line of electric operators ... The Overhead Door. Folder. Appl. author: Applegate Advertising Agency, Inc. © 2May55; KK106777.

The perfect door for that extra room. (In House & home, Dec. 1954, p.166) Appl. author: Applegate Advertising Agency, Inc. © 26Nov54; KK103659.

Selected by Show-House editors. Special design 11M, the Overhead Door with Ultronic door operator ... Folder. Appl. author: Applegate Advertising Agency, Inc. © 2Jun55; KK107899.

A weathertight wall with the Overhead Door. (In Plant engineering, Apr. 1955, p.187) Appl. author: Applegate Advertising Agency, Inc. © 1Apr55; KK106255.

OWEN, WILLIAM J. d.b.a. DRAGON PRINTING WORKS. SEE Dragon Printing Works.

OZARK MOUNTAIN STORE, INC. ©

Gifts galore from the country folks of the Ozark Mountain Store. Folder. Appl. author: James R. Reese. © 4Jan55 (in notice: 1954); KK103571.

P

P-G PRODUCTS MANUFACTURING CO., INC. ©

P-G, specialists for washing machine hose and component parts. Washing machine replacement parts. Supplement no.455. Pamphlet. © 12May55; KK107733.

PABCO PRODUCTS, INC. ©

Pabco decorator, Cin-Dek clear finish. Clear 445. Net contents 1/32 & 1/8 U. S. standard gallon. Paint. Labels. © 1Mar55; KK106625.

Pabco decorator, Cin-Dek clear finish. Clear 445. Paint. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106624.

Pabco decorator, Cin-Dek enamel undercoat. White 455. Net contents 1/8 U. S. standard gallon. © 1Mar55; KK106335.

Pabco decorator, Cin-Dek enamel undercoat. White 455. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106623.

Pabco decorator, Cin-Dek gloss enamel. Suntone 433. Net contents 1/8 U. S. standard gallon. Label. © 1Mar55; KK104940.

Pabco decorator, Cin-Dek gloss enamel. White 430. Net contents one U. S. standard gallon. Label. © 1Mar55; KK104939.

Pabco decorator, Cin-Dek metal surfacer. 459. Net contents 1/16 U. S. standard gallon & one ... gallon. Labels. © 1Mar55; KK106626.

Pabco decorator, Cin-Lastic. Comstock gray 756. Net contents one U. S. standard gallon. Paint. Label. © 1Mar55; KK106357.

Pabco decorator, color styled house paint. Twilight blue 5447. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106621.

Pabco decorator, exterior trim finish. White 5501. Net contents 1/8 U. S. standard gallon. Label. © 1Mar55; KK106332.

Pabco decorator, flat enamel. Mist green 624. Net contents one U. S. standard gallon. Label. © 1Mar55; KK104942.

Pabco decorator, flat varnish. 631. Net contents one U. S. standard gallon. Label. © 1Mar55; KK104941.

Pabco decorator, gloss enamel. Western white 3071. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106619.

Pabco decorator, Pabco exterior trim finish. Dragon red 5511. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106622.

Pabco decorator, Pabcolor latex wall finish. Morro blue 713. Net contents 1/16 U. S. standard gallon. © 1Mar55; KK106334.

Pabco decorator, Pabcolor latex wall finish. Morro blue 713. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106333.

Pabco decorator, porch and floor enamel. Tile red 3503. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106617.

Pabco decorator, satin enamel. Twilight blue 1977. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106618.

Pabco decorator, satin varnish. 1981. Net contents one U. S. standard gallon. Label. © 1Mar55; KK106620.

PABST BREWING CO. ©

Always feel refreshed, never feel full. Beer in tub ad. (In Ebony, July 1955, p.75) Appl. author: Warwick & Legler. © 9Jun55; KK108152.

Always feel refreshed, never feel full. Pabst Blue Ribbon. (In Navy times, Apr. 30, 1955, p.44) Appl. author: Warwick & Legler, Inc. © 30Apr55; KK106450.

Bacteria or flies, either can develop resistance. Bio Pabst B-333 made by the makers of Pabst Blue Ribbon. Animal feed. (In Eastern feed merchant, May 1955, p.95) Appl. author: Warwick & Legler, Inc. © 17Apr55; KK106186.

Bowl your thirst over with the lightest, most refreshing beer of them all. Pabst Blue Ribbon. (In Bar management, Feb. 12, 1955, p.3) Appl. author: Warwick & Legler, Inc. © 12Feb55; KK106316.

A desizing agent should be easy to use ... a quick and complete starch digester ... Exsize-T meet all of these requirements. (In American dyestuff reporter, Feb. 14, 1955, p.49A) Appl. author: Warwick & Legler, Inc. © 14Feb55; KK105015.

Everybody's saying it. What'll you have? I'll have a Blue. Pabst Blue Ribbon. (In The Mobile register, Apr. 27, 1955, p.7-B) Appl. author: Warwick & Legler, Inc. © 27Apr55; KK106451.

Everybody's saying it. What'll you have? Let's have a Blue. Couple at table with waiter in background. Pabst Blue Ribbon beer. (In The Mobile register, June 8, 1955, p.7-B) Appl. author: Warwick & Legler. © 8Jun55; KK108040.

Everybody's saying it. What'll you have? We'll have a Blue. Bar-tender waving; couple entering. Pabst Blue Ribbon beer. (In The Mobile register, Mobile, Ala., May 11, 1955, p.7-B) Appl. author: Warwick & Legler. © 11May55; KK107490.

Exzyme gets spots that no other digester can - completely ... The world's finest spot remover. Leopards. (In The Guide, May 15, 1955, p.62) Appl. author: Warwick & Legler. © 15May55; KK107922.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Man and woman in beach chair. (In The St. Louis post dispatch, June 8, 1955, p.2D) Appl. author: Warwick & Legler. © 8Jun55; KK108155.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Woman & man with bicycle in the foreground. (In The New York times, May 25, 1955, p.24) Appl. author: Warwick & Legler. © 25May55; KK107551.

I hope my cleaner hasn't run out of Exzyme. The world's finest spot remover. (In The Guide, Mar. 1955, p.65) Appl. author: Warwick & Legler, Inc. © 15Mar55; KK105405.

The latch string is out ... Exzyme, the world's finest spot remover. (In Cleaning laundry world, Feb. 1955, p.139) Appl. author: Warwick & Legler, Inc. © Pabst Brewing Co., Industrial Products Division; 10Feb55; KK105492.

Lightly refreshing; refreshingly light. Pabst Blue Ribbon. (In Navy times, Mar. 19, 1955, p.M3) Appl. author: Warwick & Legler, Inc. © 19Mar55; KK106149.

Meet your neighbor, John B. Hankins ... Lightly refreshing, refreshingly light. Pabst Blue Ribbon beer. (In San Antonio light, Mar. 24, 1955, p.14) Appl. author: Warwick & Legler, Inc. © 24Mar55; KK106859.

New, from Pabst, the brewery that first brought beer in cans to all America. Half quart, king size can Pabst Blue Ribbon, 1/3 more beer. Ad no.5156. (In Chicago daily tribune, Nov. 19, 1954, pt.1, p.6) Appl. author: Warwick & Legler, Inc. © 19Nov54; KK103809.

Once again, Pabst launches National Tavern month. Pabst Blue Ribbon beer. (In Bar management, Apr. 1955, p.35) Appl. author: Warwick & Legler, Inc. © 6Apr55; KK106315.

111 years of experience stand behind these Pabst feed supplements. Ad no.5158. (In The Feed bag, Jan. 1955, p.85) Appl. author: Warwick & Legler, Inc. © 1Jan55; KK103589.

Profit from today's trend to lighter food and drink ... Pabst Blue Ribbon. (In Supermarket news, Apr. 4, 1955, p.14) Appl. author: Warwick & Legler, Inc. © 4Apr55; KK106317.

Special offer for Rhode Island: Pabst Blue Ribbon beer full quart gives you bigger value from a bigger bottle. Ad no.5159. (In The Evening bulletin, Providence, Jan. 6, 1955, p.11) Appl. author: Warwick & Legler, Inc. © 6Jan55 (in notice: 1954); KK103862.

- Today's lighter, streamlined way of living calls for Pabst Blue Ribbon. (In Ebony, May 1955, p.47) Appl. author: Warwick & Legler, Inc. © 14Apr55; KK106894.
- PACIFIC CHEMICAL CONSULTANTS.**
Chemical analysis. Folder.
© Pacific Chemical Consultants, solely owned by Joseph B. Nordmann & Ernest S. Kuljian; 1Mar55; KK105543.
- PACIFIC WAXED PAPER CO. ©**
Pacific packages sell your products. Engineered for the baking industry. Sheet. Appl. author: Monte Maxwell Solkover. © 15Jun55; KK108090.
- PACIFIC WIRE WORKS CO. ©**
Pacific Wire-Grams, by George G. Altnow. Folder.
Dec. 1954. © 13Dec54; KK103239.
Jan. 1955. © 13Jan55; KK103726.
Feb. 1955. © 11Feb55; KK104358.
Mar. 1955. © 11Mar55; KK104928.
Apr. 1955. © 12Apr55; KK106157.
May 1955. © 12May55; KK107293.
June 1955. © 9Jun55; KK108136.
- PACKAGING MATERIALS SERVICE, a division of MILPRINT, INC. SEE Milprint, Inc.**
- PADDOCK OF TEXAS. ©**
Danger ... Purify with model A Sureclor, automatic water chlorinating unit. Folder. Appl. author: R. J. Burke Advertising, Inc. © 10Jun55; KK108114.
- PADDOCK POOLS, INC. ©**
Letterhead: Paddock Pools, Inc. Swimming pools. Sheet. Appl. author: A. L. Eisenman. © 15Feb55; KK104965.
Seablue pools, a Paddock Seablue pool especially for you. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 15May55; KK107559.
- PAN-AM SOUTHERN CORP. ©**
Gasoline buyer's guide ... Balanced Energy Regular will satisfy engine compression ratios up to and including 7.3 to 1. Form no.819557. Cardboard sign. Appl. author: Fitzgerald Advertising Agency. © 9Mar55; KK104870.
Gasoline buyer's guide ... Balanced Energy Regular will satisfy engine compression ratios up to and including 7.5 to 1. Form no.819559. Cardboard sign. Appl. author: Fitzgerald Advertising Agency. © 9Mar55; KK104869.
- PAN-AMERICAN COFFEE BUREAU. ©**
Boy meets girl for a coffee-break. (In Life, Apr. 11, 1955, p.156) Appl. author: Robert W. Orr & Associates, Inc. © 8Apr55; KK105918.
Busy girl earns a coffee-break. (In Life, Feb. 14, 1955, p.109) Appl. author: Robert W. Orr & Associates, Inc. © 11Feb55; KK104325.
Coffee-break at 5° below. (In Life, Jan. 17, 1955, p.82) Appl. author: Robert W. Orr & Associates, Inc. © 14Jan55; KK103407.
Coffee-break at Plant No.4. (In Life, Mar. 14, 1955, p.43) Appl. author: Robert W. Orr & Associates. © 11Mar55; KK105124.
Coffee-break for a busy mother. (In Life, Oct. 4, 1954, p.126) Appl. author: Robert W. Orr & Associates, Inc. © 10Oct54; KK103406.
On schedule, and time for a coffee-break. (In Life, Nov. 1, 1954, p.52) Appl. author: Robert W. Orr & Associates, Inc. © 29Oct54; KK103405.
- Flowing stops for a coffee-break. (In Life, May 9, 1955, p.133) Appl. author: Robert W. Orr & Associates, Inc. © 6May55; KK106912.
A rookie warms up with a coffee-break. (In Life, Nov. 29, 1954, p.99) Appl. author: Robert W. Orr & Associates, Inc. © 26Nov54; KK103408.
Safe driver stops for a coffee-break. (In Life, May 30, 1955, p.73) Appl. author: Robert W. Orr & Associates, Inc. © 23May55; KK107405.
- PAN AMERICAN WORLD AIRWAYS. ©**
Pan American World Airways, world scenic playing cards. 52 full color pictures. Label. Appl. author: Brown & Bigelow. © 7Apr55; KK106363.
- PAPER MATE CO., INC. ©**
Famous mates pick Paper-Mate, the pen of proved performance, guaranteed for 20 years against mechanical failure. George Burns says ... (In The Saturday evening post, June 6, 1953, p.108) Appl. author: P. J. Frawley, Jr. © 6Jun53; KK106668.
Famous mates pick Paper-Mate, the pen of proved performance, guaranteed no more ink-stained hands or clothes. Gracie Allen says ... (In The Saturday evening post, June 6, 1953, p.108) Appl. author: P. J. Frawley, Jr. © 6Jun53; KK106667.
Insist on genuine Paper-Mate refills ... Exclusive silvered tip refills for pens are made only by Paper-Mate, all are unconditionally guaranteed. (In The Boston Sunday globe, Apr. 3, 1955, p.12-A) Appl. author: Foote, Cone & Belding. © 3Apr55; KK105770.
- PARAGON ART & LINEN CO., INC. ©**
Quality and originality in more exciting Paragon Needlecraft packages. Art needlework for embroidery. (In McCall's needlework, spring-summer 1955, p.3 of cover) Appl. author: Martin J. Rotaman. © 10Jan55; KK103241.
- PARAGON OIL CO., INC. ©**
E-Z oil pay plan; payment envelopes for fuel oil purchases. Appl. author: John J. McCartney. © 27May55; KK107434.
- PARAMOUNT PACKING CO.**
Witch Dirt. Fertilizer. Net weight 2 lbs. Label. © Olin O. Woodruff d.b.a. Paramount Packing Co.; 7Mar55; KK104805.
- PAR BEVERAGE CORP. ©**
Doctor Kandee's candy pill kit. Label. © 29Oct54; KK103598.
Kandee nurse's candy pill kit. Label. © 29Oct54; KK103599.
- PARIS HANDKERCHIEF CO., INC. ©**
A gift handkerchief. Season's greetings. Label. Appl. author: Harry Markson. © 15Apr55; KK106745.
A gift handkerchief for dad. Label. Appl. author: Harry Markson. © 15Apr55; KK106746.
- PARK CIRCLE MOTOR CO. ©**
Trade now, save hundreds with Park Circle's double the red book cash value offer. Automobiles. (In Sun, Baltimore, Mar. 6, 1955, p.3D) Appl. author: Leslie Legum. © 6Mar55; KK104669.
- PARKE, NORMAN. ©**
Lawn Billiards, an outdoor game for 2, 3 or 4 players. Instructions. Sheet. © 8Mar55; KK104679.
- PARKE, DAVIS & CO. ©**
Anger, jealousy, fear, anxiety and worry. Medicines. (In The Saturday evening post, Oct. 30, 1954, p.153) Appl. author: Young & Rubicam, Inc. © 27Oct54; KK103163.
Announcing a new service of Parke-Davis for the medical profession. Polio patterns. Pharmaceuticals. Folder. © 2Apr55; KK105566.
During pregnancy and lactation help your patients, cope with carbohydrates, avoid vitamin deficiencies, prescribe Taka-Combex. PD-D-403. Pharmaceuticals. Mail folder. © 25Apr55; KK106761.
Fatty liver favors the development of cirrhosis. Hepa-Desicol helps protect your patients. PD-D-385. Pharmaceuticals. Post card. © 11Mar55; KK105100.
For functional disorders of gastrointestinal and genitourinary tracts, Bardase. PD-D-384. Pharmaceuticals. Mail folder. © 14Mar55; KK105103.
For gastric disorders, Bardase ... relieves pain and flatulence, calms the patient, aids digestion. PD-D-383. Pharmaceuticals. Post card. © 2Mar55; KK104964.
For pain, tension and digestive disturbances caused by genitourinary spasm, prescribe Bardase. PD-D-395. Pharmaceuticals. Post card. © 29Apr55; KK106763.
For pain, tension, digestive disturbance of functional gastrointestinal distress, prescribe Bardase ... PD-D-396. Pharmaceuticals. Mail folder. © 2May55; KK106758.
For patients with symptoms caused by gastric dysfunction ... prescribe Bardase for relief. PD-D-381. Pharmaceuticals. Post card. © 26Feb55; KK104962.
For the pain, tension and digestive disturbance of functional gastrointestinal distress, prescribe Bardase. PD-D-397. Pharmaceuticals. Post card. © 4May55; KK106764.
For your older patients on diets, high in carbohydrates, low in vitamins, prescribe Taka-Combex. PD-D-404. Pharmaceuticals. Mail folder. © 12May55; KK106759.
Help your ill and convalescent patients to avoid vitamin deficiencies, cope with carbohydrates, prescribe Taka-Combex. PD-D-410. Pharmaceuticals. Mail folder. © 27Apr55; KK106762.
Hepa-Desicol lipotropics plus bile for primary and secondary liver disorders. PD-D-388. Pharmaceuticals. Mail folder. © 28Mar55; KK105562.
His chronic constipation corrected in a week ... Sibilin tablets, lubricant bulk with thiamine. PD-D-368. Pharmaceuticals. Mail folder. © 24Jan55; KK104956.
His diarrhea controlled without penalty of constipation. Sibilin tablets were prescribed. PD-D-389. Pharmaceuticals. Mail folder. © 21Mar55; KK105104.
His physician helped him to break the laxative habit. Sibilin tablets were prescribed. PD-D-390. Pharmaceuticals. Mail folder. © 24Mar55; KK105105.
If you have not prescribed Hepa-Desicol, these therapeutic advantages will interest you. PD-D-359. Pharmaceuticals. Mail folder. © 3Jan55; KK104950.

PARKE, DAVIS & CO. © Cont'd.

In colonic disorders, Bardase, spasmolytic sedative, digestive aid, calms the patient, quiets the colon. Bardase helps control the emotional ... PD-D-379. Pharmaceuticals. Post card. © 21Feb55; KK104961.

In colonic disorders, Bardase spasmolytic sedative, digestive aid, calms the patient, quiets the colon ... comprehensive control Bardase for patients with abnormal intestinal activity. PD-D-380. Pharmaceuticals. Mail folder. © 28Feb55; KK104963.

In liver dysfunction here's what happens and here's what Hepa-Desicol does. PD-D-361. Pharmaceuticals. Mail folder. © 20Jan55; KK104955.

In many patients liver injury exists unsuspected. Hepa-Desicol. PD-D-386. Pharmaceuticals. Mail folder. © 23Mar55; KK105564.

In many patients, the liver is prone to suffer in silence. Hepa-Desicol often helps. PD-D-365. Pharmaceuticals. Post card. © 13Jan55; KK104953.

In obese, in diabetic and in aging patients, there is a common need ... Hepa-Desicol. PD-D-387. Pharmaceuticals. Post card. © 14Mar55; KK105102.

Less trouble with constipation now; Siblin tablets were prescribed ... PD-D-372. Pharmaceuticals. Mail folder. © 16Feb55; KK104960.

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Remember: the liver ages, too. Remember Hepa-Desicol. PD-D-363. Pharmaceuticals. Post card. © 6Jan55; KK104951.

She stayed on her diet; Siblin tablets were prescribed. PD-D-370. Pharmaceuticals. Mail folder. © 27Jan55; KK104957.

She's had no constipation in this pregnancy. Siblin tablets ... PD-D-369. Pharmaceuticals. Mail folder. © 31Jan55; KK104958.

Siblin tablets were prescribed ... PD-D-392. Pharmaceuticals. Mail folder. © 4Apr55; KK106162.

This proctologic patient was spared bowel complications, Siblin tablets were prescribed. PD-D-391. Pharmaceuticals. Mail folder. © 4Apr55; KK105563.

To help your patients cope with carbohydrates and avoid vitamin deficiencies, prescribe Taka-Combex. PD-D-422. Pharmaceuticals. Self mailer. © 6May55; KK106760.

To help your patients cope with carbohydrates, avoid vitamin deficiencies, prescribe Taka-Combex ... PD-D-401. Pharmaceuticals. Mail folder. © 7Apr55; KK106165.

Whatever the diagnosis, the liver may be affected. Hepa-Desicol. PD-D-362. Pharmaceuticals. Post card. © 10Jan55; KK104952.

When carbohydrate intake increases and vitamin needs rise, prescribe Taka-Combex ... vitamin supplement. PD-D-421. Pharmaceuticals. Mail folder. © 15Apr55; KK106164.

When patients with gastric disorders complain of pain, tension, flatulence, prescribe Bardase ... PD-D-382. Pharmaceuticals. Mail folder. © 14Mar55; KK105101.

When your patients' metabolic demands increase, so do their needs for carbohydrates and for vitamins; prescribe Taka-Combex. PD-D-411. Pharmaceuticals. Mail folder. © 4May55; KK106757.

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Whenever you recommend a high carbohydrate diet, prescribe Taka-Combex ... to improve starch digestion, to avoid vitamin deficiencies. PD-D-402. Pharmaceuticals. Mail folder. © 15Apr55; KK106166.

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Nasal patency in minutes for hours, for allergic congestion. Tyzine. Code no. N1998-4-5-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 19Apr55; KK107428.

New, Cortril vaginal tablets. Code no. H1365-5-5-200M. Pharmaceuticals. Card. Appl. author: Paul Klemtner & Co., Inc. © 23Mar55; KK107421.

Notable advance in the treatment of allergies. Cortril tablets. Code no. H1364-4-5-215M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 15Apr55; KK107426.

Standard equipment this season ... A new and superior topical vasoconstrictor, Tyzine ... Code no. N1993-3-5-90M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 17Mar55; KK105842.

Standard equipment this season for rapid, effective, prolonged nasal decongestion, Tyzine. Code no. N1991-140M-2-55. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 2Feb55; KK105841.

Strikingly beneficial in a significantly wide range of dermatoses. Cortril tablets. Code no. H1370-5-55-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 28Apr55; KK107431.

Terra-Cortril ophthalmic suspension. Code no. H1388-4-5-10M. Pharmaceuticals. Double file card. Appl. author: Paul Klemtner & Co., Inc. © 5May55; KK107424.

To be nosegay, Tyzine ... Code no. N2001-4-5-90M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories (in notice: Charles Pfizer & Co., Inc.); 10Apr55; KK105844.

Tyzine, nasal spray; nasal solution. New standard for nasal decongestion. Code no. N1986-1-55-90M. Pharmaceuticals. File card. Appl. author: Paul Klemtner & Co., Inc. © 4Jan55 (in notice: 1954); KK103734.

Tyzine ... pediatric nasal drops for infants and children. Code no. N2011-6-5-10M. Pharmaceuticals. Sheet. Appl. author: Paul Klemtner & Co., Inc. © 6Jun55; KK107419.

Unique, exclusive, modern, new ... Cortril vaginal tablets. Code no. H1382-5-5-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 27May55; KK107425.

When the dermatologic picture is due to double exposure. Terra-Cortril. Code no. H1381-4-5-165M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 19Apr55; KK107427.

PFIZER LABORATORIES DIVISION,
CHARLES PFIZER & CO., INC. SEE
Pfizer (Charles) & Co., Inc.

PHILADELPHIA METAL DRYING FORM CO., INC. ©

The new Phila-Tronic boarder saves you up to 45 % on initial cost, up to 30 % on operation and maintenance. Hosiery boarding machine. (In Hosiery industry weekly, May 23, 1955, p.15) Appl. author: Thomas A. Temple. © 23May55; KK107134.

PHILADELPHIA SEED CO., INC. ©

Lyric wild bird food. 5 lbs. net wt. Label. © 21Mar55; KK105580.

PHILMAR. ©

\$3.00 gift certificate ... to purchase a Miss Blackmoor lamp. Post card. © 9Apr55; KK106102.

PICNIC ICE CO.

The new miracle food saver. Picnic Ice. Liquid cooler in can. Label. © William John Schnee-weiss d.b.a. Picnic Ice Co.; 8Feb55; KK105273.

PICTSWEET FOODS, INC. ©

Corn lovers always pick PictSweet frozen fresh corn. © 1Dec54; KK105003.

Follow the crowd of thrifty shoppers to the PictSweet spring shower of values. Frozen foods. © 1Dec54; KK105004.

Look for this ... Green pea lovers always pick PictSweet frozen fresh green peas. © 1Dec54; KK105005.

Look for this ... The year's biggest value in frozen foods, PictSweet harvest hoedown. Sheet. © 1Sep54; KK105002.

Strawberry lovers always pick PictSweet frozen fresh strawberries. © 1Sep54; KK105001.

PIEL BROS. ©

We aim for dryness because the drier the beer, the better the flavor. Piel's light beer. (In Daily mirror, New York, Apr. 20, 1955, p.8) Appl. author: Young & Rubicam, Inc. © 20Apr55; KK107590.

Why, Bill? Dry, Jill. Piel's light beer. (In Daily mirror, New York, May 4, 1955, p.8) Appl. author: Young & Rubicam, Inc. © 4May55; KK108186.

Why, Fred? Dry, Ed. Piel's light beer. (In Daily news, New York, May 12, 1955, p.45) Appl. author: Young & Rubicam, Inc. © 12May55; KK108185.

Why, Mac? Dry, Jack. Piel's light beer. (In Daily news, New York, May 19, 1955, p.49) Appl. author: Young & Rubicam, Inc. © 19May55; KK108184.

Why, pa? Dry, ma. Piel's light beer. (In Daily news, New York, May 25, 1955, p.41) Appl. author: Young & Rubicam, Inc. © 25May55; KK108183.

PIER (M.) CO.

Frankly yet beautifully gray with the magic of Tiz-Mist. Tiz-creme & color rinses. (In San Francisco examiner, Mar. 17, 1955, p.28) Appl. author: Grant Advertising, Inc. © Tiz Products, Inc.; 17Mar55; KK105438.

Gray and glad of it with the magic of Tiz-Mist. Tiz creme and color rinses. (In San Francisco examiner, Mar. 31, 1955, p.18) Appl. author: Grant Advertising, Inc. © Tiz Products, Inc.; 31Mar55; KK106500.

Suddenly you'll discover how lovely gray hair can be. Tiz creme and color rinses. (In McCall's, Feb. 1955, p.109) Appl. author: Grant

Advertising, Inc. © Tiz Products, Inc., a division of M. Pier Co.; 20Jan55; KK103927.

Unexpected loveliness for gray hair, with the magic of Tiz-Mist. Tiz-creme & color rinses. (In San Francisco examiner, Mar. 3, 1955, p.24) Appl. author: Grant Advertising, Inc. © Tiz Products, Inc.; 3Mar55; KK105439.

PILLING (GEORGE P.) & SON CO. ©

New instruments for cardiac-thoracic surgery. 28 p. Appl. author: Lee Ramsdell & Co., Inc. © 20Dec54; KK105147.

PILLSBURY MILLS, INC. ©

Pillsbury Best XXXX, new, orange cake mix. 1 lb. 1 oz. net wt. Label. © 1Jul54; KK105321.

Pillsbury Best XXXX, quick cinnamon rolls. 8 unbaked rolls, ready for the oven. Net wt. 8 1/2 ozs. Label. © 10May54; KK105322.

Pillsbury creamy fudge frosting mix. 12 oz. net wt. Label. © 27Nov54; KK104228.

Pillsbury fluffy white frosting mix. 7.6 oz. net wt. Label. © 27Nov54; KK103917.

Pillsbury fudge brownie mix. 16 oz. net wt. Label. © 10Dec54; KK104227.

PIONEER PARACHUTE CO., INC.

Pioneer guide surface personnel parachutes. Folder. Appl. author: Julian Gross. © Pioneer Parachute Co.; 5May55; KK106893.

Pioneer special purpose parachutes. Pamphlet. Appl. author: Julian Gross. © Pioneer Parachute Co.; 15Apr55; KK106892.

PIONEER PIPE & SUPPLY CO. ©

Pioneer package piping system for nitrogen solution dealers. Sheet. © 7Feb55; KK103996.

PITSNOGLE, JOHN WILBUR. ©

Paid-Away coalesce compound. Rodent or rat ingredient exterminator. Sheet. © 1Jul54; KK105983.

PITTSBURGH COKE & CHEMICAL CO.

Fly-Charmer solution. Net contents one ounce. Insecticide. Label. Appl. author: Robert C. Scott. © Charmer Dept., Pittsburgh Coke & Chemical Co.; 10Jan55; KK103738.

PITTSBURGH PLATE GLASS CO. ©

Design of the month. Folder. Jan. 1955. © 7Jan55; KK103273. Feb. 1955. © 2Feb55; KK104021. Mar. 1955. © 22Feb55; KK104479. Apr. 1955. © 2Apr55; KK104938. May 1955. © 30Mar55; KK105782. June 1955. © 13Jun55; KK108063.

PLASTIC PRODUCTS CO. ©

Plastoid black elastic windshield sealer. Label. Appl. author: Richard W. Covert. © 5May55; KK106660.

Plastoid elastic auto bedding compound. Net contents approx. 23.1 cu. in. Label. Appl. author: Richard W. Covert. © 5May55; KK106661.

PLASTONE CO., INC. ©

Amazing new hard shell finish weatherproofs your car. Turtle wax auto polish. (In The Paoli republican, Paoli, Ind.) © 1Feb55; KK104970.

Terrific Plastone, super-sheen, auto polish now contains Hi-Fi color guard. (In Versailles republican, Versailles, Ind.) © 12May55; KK108196.

PLAUT & LEDERMAN.

TeleVenience for TV time serving.
King size folding all-steel, over-
the lap buffet table. Label.
Appl. author: Harvey Sol Leder-
man. © Harvey S. Lederman &
George Lederman d.b.a. Plaut &
Lederman; 4Feb55; KK104044.

PLUMB SHOP.

Part no.PS5, toilet supply 20 inch
pipe to floor. Label. © Robert
M. Zell d.b.a. Plumb Shop; 10Oct54;
KK102947.

PLUSS POULTRY, INC. ©

Town & Country frozen fresh
chicken drumsticks. Net weight
1 lb. Label. Appl. author:
Dick Machamer. © 25Mar55;
KK105805.

POINT LOMA LUMBER CO., A WESTERN LUMBER CO. branch yard. SEE Western Lumber Co.**PONCET DE SANDON, LEON J., LOUISE**

SWEENEY & GEORGE T. STEYERMARK
composing the firm MAISON DE
NAVARE & CO. SEE Maison de
Navarre & Co.

POPOVICH, JOSEPH. ©

Boomerang burger. Sandwich. (In The
Daily calumet, Jan. 19, 1955, p.2)
© 19Jan55; KK103919.

PORCELENE, INC., sole owner, ADRIENNE'S. SEE Adrienne's.**PORTABLE ALUMINUM IRRIGATION CO.**

Portable Aluminum Irrigation
systems cost 26¢ per ton of
alfalfa produced ... Best by
farmers' test. Sheet. Appl.
author: Will C. Kinney.
© W. C. Kinney d.b.a. Portable
Aluminum Irrigation Co.;
30Oct54; KK105197.

POWDER POWER TOOL CORP. ©

Announcing the new Creary 330 Drive-
it for quick, permanent fastening
of wood or steel to concrete.
(In The Wall Street journal,
Mar. 15, 1955, p.11) Appl. au-
thor: Joseph R. Gerber Co.
© 15Mar55; KK105498.

PRATT, FRANK H.

The Party Howse; everything for
your birthday party complete in
one package. Label. © Frank H.
Pratt & Karen H. Pratt; 10Jan55;
KK105145.

PRATT, KAREN H. SEE Pratt, Frank H.**PREIS (H. P.) ENGRAVING MACHINE CO. ©**

Engraving machines and accessories.
Bulletin no. B-2. Folder. Appl.
author: Martin H. Preis.
© 23May55; KK107261.

Preis Panto engravers for engraving
on plastics, metal and steel ...
Bulletin UE. 7 p. Appl. au-
thor: Martin H. Preis. © 23May55;
KK107262.

PREMPRODUCTS CORP. ©

At last, a real professional brass
pop-up underground sprinkler
system with polyethylene tubing.
Easy-Dew automatic pop-up
sprinkler. Sheet. Appl. au-
thor: Freiwald & Coleman.
© 1Feb55; KK104213.

PRIAN, JOSEPH D.

Ship your friends, business asso-
ciates and loved ones a crate of
fresh, luscious oranges ...
Sheet. © Joseph Domingo Priar;
10Jan55; KK103761.

PROCTER & GAMBLE CO. ©

At last, a liquid shampoo that's
extra-rich. It's liquid Prell
for radiantly alive hair. (In
The Denver post, July 11, 1954,
p.23) Appl. author: Benton &
Bowles, Inc. © 11Jul54;
KK104202.

At last, no more need to trust
special-care washables to work
clothes suds ... New pink
Dreft. Detergent. (In
Woman's home companion, Apr.
1955, p.5) Appl. author:
Elizabeth Brown. © 17Mar55;
KK105054.

Faster, easier, pleasanter. Procter
& Gamble develops the first and
only pin-curl permanent for chil-
dren. Lilt Party Curl. (In The
Chillicothe gazette, May 25, 1955,
p.8) Appl. author: Biow-Beirn-
Toigo, Inc. © 25May55; KK107636.

Here, your answer to cleaner auto-
matic washes. New type detergent,
Dash. (In The Atlanta journal &
constitution magazine, May 22,
1955, p.28) Appl. author:
Compton Advertising, Inc.
© 22May55; KK107529.

Miracle shortening ... Crispy french
fries with Golden Fluffo. (In The
Grand Rapids herald, Jan. 23, 1955,
p.8) Appl. author: Biow-Beirn-
Toigo, Inc. © 23Jan55; KK103737.

Miracle shortening. Golden Fluffo
latticed cherry pie. (In Canton
repository, Feb. 20, 1955, comic
section, p.8) Appl. author:
Biow-Beirn-Toigo, Inc. © 20Feb55;
KK104266.

Miracle shortening. Golden Fluffo
rich chocolaty cake. (In Clarion
ledger daily news, Jackson, Miss.,
Feb. 6, 1955, comic section, p.13)
Appl. author: Biow-Beirn-Toigo,
Inc. © 6Feb55; KK104016.

Miracle shortening. Golden Fluffo.
Save 25¢, redeem your Fluffo
coupon now. (In Rockford morning
star, Rockford, Ill., Dec. 3,
1954, p.13) Appl. author: The
Biow Co., Inc. © 3Dec54;
KK103107.

Miracle shortening. Golden Fluffo
sunny peach pie. (In Peoria
journal star, Peoria, Ill.,
Jan. 9, 1955, p.8) Appl. au-
thor: Biow, Beirn, Toigo, Inc.
© 9Jan55; KK103286.

Most sensational discovery in 40
years for better baking and fry-
ing. First all-new shortening ...
Golden Fluffo. (In Abilene re-
porter-news, Abilene, Tex., May 4,
1955, p.12-A) Appl. author:
Biow-Beirn-Toigo, Inc. © 4May55;
KK106521.

Most sensational discovery in 40
years for better baking and fry-
ing. First all-new shortening ...
Golden Fluffo. Mrs. Frank Fries-
ner, says ... (In The Houston
chronicle, Houston, Tex., June 12,
1955 p.3) Appl. author: Biow-
Beirn-Toigo, Inc. © 12Jun55;
KK108022.

Most sensational discovery in 40
years for better baking and fry-
ing. First all-new shortening ...
Golden Fluffo. Mrs. J. T. Portera,
says ... (In Houston chronicle,
Houston, Tex., June 19, 1955,
p.15) Appl. author: Biow-
Beirn-Toigo, Inc. © 19Jun55;
KK107969.

Most sensational discovery in 40
years for better baking and fry-
ing. First all-new shortening
... Golden Fluffo. Mrs. Marcella
Stolte says ... (In The Houston
chronicle, May 15, 1955, p.3)
Appl. author: Biow-Beirn-Toigo,
Inc. © 15May55; KK107193.

Most sensational discovery in 40
years for better baking and frying.
First all-new shortening ...
Golden Fluffo. Mrs. Minton W.
Sanders, says ... (In The Houston
chronicle rotogravure magazine,

Houston, Tex., May 22, 1955, p.22)
Appl. author: Biow-Beirn-Toigo,
Inc. © 22May55; KK107669.

Most sensational discovery in 40
years for better baking and
frying. First all-new shortening
... Golden Fluffo. Mrs. Thelma
Stierer says ... (In The Houston
chronicle rotogravure magazine,
May 8, 1955, p.3) Appl. author:
Biow-Beirn-Toigo, Inc. © 8May55;
KK106958.

Mothers, new pin curl permanent for
children. Party Curl pin-curl.
(In The Chillicothe gazette,
June 7, 1955, p.9) Appl. author:
Biow-Beirn-Toigo, Inc. © 7Jun55;
KK107635.

New home permanent gives any type
of hair ... style you want. (In
Life, Apr. 18, 1955, p.146)
Appl. author: Biow-Beirn-Toigo,
Inc. © 18Apr55; KK105832.

New home permanent miracle makes
possible, the wave you need for
the hair style you want. Lilt.
(In Life, Apr. 4, 1955, p.42-43)
Appl. author: Biow-Beirn-Toigo
Co. © 4Apr55; KK105447.

New, pin-curl permanent for chil-
dren. Lilt Party Curl. (In
Chillicothe gazette, June 16,
1955, p.9) Appl. author: Biow-
Beirn-Toigo, Inc. © 16Jun55;
KK108125.

New, the first and only creamy white
shortening that you pour. Whirl
instant shortening. (In The
Portsmouth times, Apr. 28, 1955,
p.25) Appl. author: Benton &
Bowles, Inc. © 28Apr55; KK107140.

Now, be a pin-up girl with the pin-
up curl. Pin-It, wonderful new,
easy-to-do pin-curl permanent.
(In True story, Mar. 1955, p.9)
Appl. author: Benton & Bowles,
Inc. © 3Feb55; KK106813.

Now dishwashing can be almost nice.
Joy. Liquid detergent. (In Life,
May 16, 1955, p.14-15) Appl. au-
thor: Leo Burnett Co., Inc.
© 13May55; KK107265.

Now dishwashing can be almost nice.
Joy. Liquid detergent. (In Life,
May 23, 1955, p.22-23) Appl. au-
thor: Leo Burnett Co., Inc.
© 20May55; KK107266.

Now dishwashing can be almost nice.
Joy. Liquid detergent. (In Life,
June 6, 1955, p.120-121) Appl. au-
thor: Leo Burnett Co., Inc.
© 2Jun55; KK107979.

Now dishwashing can be almost nice.
Joy. Liquid detergent. (In Life,
June 27, 1955, p.82-83) Appl. au-
thor: Leo Burnett Co., Inc.
© 23Jun55; KK107980.

The only suds with Blue Magic
whitener. It's new, it's blue,
Cheer. Detergent. (In New Haven,
Conn. register, Oct. 31, 1954)
Appl. author: Young & Rubicam,
Inc. © 31Oct54; KK103162.

Special get acquainted coupon saves
you 25¢ on Procter & Gamble's new
kind of shortening. Golden Fluffo.
(In The Hartford times, June 16,
1955, p.46) Appl. author: Biow-
Beirn-Toigo, Inc. © 16Jun55;
KK107955.

Ssh, it's a Secret ... For the
softest yet longest-lasting wave
ever ... Home permanent. (In
The Atlanta journal & constitution
magazine, Mar. 27, 1955, p.36)
Appl. author: Benton & Bowles,
Inc. © 27May55; KK107408.

Ssh, it's a Secret. Home permanent.
(In The Atlanta journal & con-
stitution magazine, Feb. 20, 1955,
p.3) Appl. author: Benton &
Bowles, Inc. © 20Feb55; KK105390.

- Ssh, it's a Secret. New, different, self-neutralizing home permanent ... Exclusive, costlier, Lanoil lotion ... (In Syracuse herald America, Apr. 17, 1955, comic section) Appl. author: Benton & Bowles, Inc. © Procter & Gamble (in notice: Procter & Gamble Co.); 17Apr55; KK106812.
- Ssh, it's a Secret. New, different, self-neutralizing home permanent ... Exclusive Secret lotion ... (In Syracuse herald-America, Mar. 20, 1955, section 2) Appl. author: Benton & Bowles, Inc. © Procter & Gamble (in notice: Procter & Gamble Co.); 20Mar55; KK106815.
- Ssh, it's a Secret ... That Secret look is the very essence of moonlight and romance ... Home permanent. (In The Atlanta journal & constitution magazine, Apr. 17, 1955, p.36) Appl. author: Benton & Bowles, Inc. © 17Apr55; KK107409.
- Toughest whitening test proves Blue Cheer even better. Detergent. (In Times-dispatch, Richmond, Oct. 3, 1954) Appl. author: Young & Rubicam, Inc. © 30Oct54; KK103161.
- Watch for it at your dealer's ... Golden Fluffo. Shortening. (In The Birmingham news, Birmingham, Ala., May 26, 1955, p.7) Appl. author: Biow-Beirn-Toigo, Inc. © 26May55; KK107381.
- You received a 25¢ Fluffo coupon ... Save 25¢ on Procter & Gamble's Golden Fluffo, new miracle shortening. (In The Derrick, Oil City-Franklin-Clarion, Pa., Feb. 10, 1955, p.17) Appl. author: Biow, Beirn, Toigo, Inc. © 10Feb55; KK104372.
- PROFIT-KRAFTS CO., DIV. OF CLEVELAND MODEL & SUPPLY CO. SEE Cleveland Model & Supply Co.
- PROGRESSIVE DEVELOPMENT CORP. © The gravy gadget separates the grease from the broth. Label. © 21Dec54; KK103505.
- PROSPERITY CO., INC. © Faster because of ... Model 443-EZD. Laundry machinery. Appl. author: Syracuse Advertising. © 10Jan54; KK103387.
- Make a true claim to quality. Prosperity 7-B. Laundry machinery. (In Pacific laundry & cleaning journal, May 1955, p.2 of cover) Appl. author: Syracuse Advertising. © 15May55; KK107271.
- Modernize and prosper. Laundry machinery. (In Daily news record, May 9, 1955, section 1, p.31) Appl. author: Syracuse Advertising. © 9May55; KK106884.
- Prosperity air-operated presses do the work in pants pressing. Laundry machinery. (In Southern garment manufacturer, Feb. 21, 1955, p.4 of cover) Appl. author: Syracuse Advertising. © 21Feb55; KK105080.
- Star performer in 25-pound washing machines. The Prosperity ... Duo-Matic automatic washer. (In American motel, Feb. 1955, p.25) Appl. author: Syracuse Advertising. © 1Feb55; KK103876.
- Why not share Prosperity's prestige for quality cleaning? Prosperity 8-A. Laundry machinery. (In American drycleaner, May 1955, p.135) Appl. author: Syracuse Advertising. © 2May55; KK106964.
- PRUETT, A. G. © Green back - one; Pruitt's Dixie Super Market. General mdse., groceries and packaged goods. Certificate. © 1Feb55 (in notice: 1954); KK103829.
- PUERTO RICO. Puerto Rico, civilized a hundred years before the Pilgrims landed. Travel advertising. (In The New Yorker, June 11, 1955, p.70-71) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 11Jun55; KK107678.
- PUERTO RICO DISTILLING CO. © America's favorite: Ronrico egg-nog. Ronrico, best rum bar none. Streamer. © Puerto Rico Distilling Co., Ronrico Division; 1Nov54; KK103223.
- Announcing the Ronrico bride's bowl. Rum. Folder. © Puerto Rico Distilling Co., Ronrico Division; 25Apr55; KK107081.
- Go with Ronrico in '55. Rum. (In Liquor store, Mar. 1955, p.40) Appl. author: Erwin, Wasey & Co., Inc. © 7Mar55; KK106023.
- May we suggest: Tom & Jerry made with Ronrico, best rum bar none. Streamer. © Puerto Rico Distilling Co., Ronrico Division; 1Nov54; KK103224.
- A real winter warmer, hot buttered rum made with Ronrico, best rum bar none. Streamer. © Puerto Rico Distilling Co., Ronrico Division; 1Nov54; KK103225.
- PURE OIL CO. © Transportation progress. Calendar. Appl. author: M. Martin Johnson. © 1Nov54; KK103042.
- PUREX CORP., LTD. © Believe me, those Trend people know what a woman wants. Detergent. (In Family weekly magazine section (Waco tribune-herald), Apr. 10, 1955, p.11) Appl. author: Foote, Cone & Belding. © Purex Corp., Ltd.; 10Apr55; KK107047.
- Believe me, those Trend people know what a woman wants. [Couple sitting at table] Detergent. (In This week magazine (New York herald tribune, Apr. 10, 1955, p.49) Appl. author: Foote, Cone & Belding. © Purex Corp., Ltd.; 10Apr55; KK107371.
- For users of liquid bleach, a wash-day bleach so safe you could use it blindfolded. Purex Beads-O-Bleach. (In Sioux City journal-tribune, Mar. 3, 1955, p.20) Appl. author: Foote, Cone & Belding. © 3Mar55; KK108071.
- For users of liquid bleach, a wash-day bleach so safe you could use it blindfolded. Purex Beads-O-Bleach. (In Spokane daily chronicle, Apr. 10, 1955, p.6) Appl. author: Foote, Cone & Belding. © 15Apr55; KK107370.
- For users of liquid bleach, a wash-day bleach so safe you could use it blindfolded. [Woman blindfolded with box in her hands] Purex Beads-O-Bleach. (In The News-sentinel, Fort Wayne, Ind., Dec. 16, 1954, p.33) Appl. author: Foote, Cone & Belding. © 16Dec54; KK108198.
- For users of liquid bleach, a wash-day bleach so safe you could use it blindfolded. [Woman wearing blindfold pouring bleach into washer; man & child watching] Purex Beads-O-Bleach. (In The News-sentinel, Fort Wayne, Ind., Jan. 12, 1955, p.23) Appl. author: Foote, Cone & Belding. © 12Jan55 (in notice: 1954); KK108197.
- Gentle to hands. Trend, liquid detergent. Contents 12 fl. oz. Label. © 23Mar55 (in notice: 1954); KK105416.
- I wised up about dishwashing suds. Trend detergent. (In This week (Cleveland plain dealer magazine section), Mar. 20, 1955, p.22) Appl. author: Foote, Cone & Belding. © 20Mar55; KK105647.
- I wised up about dishwashing suds. Trend. Detergent. (In This week magazine (New York herald tribune), Mar. 20, 1955, p.26) Appl. author: Foote, Cone & Belding. © Purex Corp., Ltd.; 20Mar55; KK106454.
- Now, for users of liquid bleach, a washday dry bleach so safe you could use it blindfolded. Purex Beads-O-Bleach. (In The Seattle times, May 15, 1955, p.38) Appl. author: Foote, Cone & Belding. © 15May55; KK107372.
- There must be some better way to bleach. Purex dry bleach. (In Pictorial review (Boston Advertiser), Mar. 20, 1955, p.3) Appl. author: Foote, Cone & Belding. © 20Mar55; KK105636.
- What am I supposed to be, a weight lifter? Purex dry bleach. (In The Philadelphia inquirer magazine, Mar. 20, 1955, p.41) Appl. author: Foote, Cone & Belding. © 20Mar55; KK105637.
- Whoever invented Trend knows something about women. Detergent. (In The American Weekly (New York journal American), May 8, 1955, p.32) Appl. author: Foote, Cone & Belding. © 8May55; KK107046.
- Whoever invented Trend knows something about women. Detergent. (In The American weekly (New York journal American, May 8, 1955, p.32) Appl. author: Foote, Cone & Belding. © 8May55; KK108070.
- Why can't somebody do something about bleach? Purex dry bleach. (In Chicago tribune magazine, Feb. 27, 1955, p.46) Appl. author: Foote, Cone & Belding. © 27Feb55; KK105240.
- Why can't somebody do something about bleach? Purex dry bleach. (In Women's day, Mar. 1955, p.161) Appl. author: Foote, Cone & Belding. © 24Feb55; KK104982.
- Why can't they make a bleach that doesn't run away? Purex dry bleach. (In Pictorial living (Los Angeles examiner), Apr. 10, 1955, section 4, p.14) Appl. author: Foote, Cone & Belding. © 10Apr55; KK106418.
- PYRAMID PAINT MANUFACTURING CO., INC. © Construction, integrity, Pyramid finishes. Paints & varnishes. Label. © 11Jan55; KK104823.
- Q
- QUALITY BAKERS OF AMERICA COOPERATIVE, INC. © Does the food you buy give you that extra something? Sunbeam enriched bread, it's energy-packed. (In Taunton daily gazette, Oct. 25, 1954, p.3) © 25Oct54; KK103397.
- To help you look your very best. Sunbeam enriched bread, it's energy-packed. (In Taunton daily gazette, Oct. 11, 1954, p.7) © 11Oct54; KK103399.
- To help your daughter grow into an attractive woman. Sunbeam enriched bread, it's energy-packed.

QUALITY BAKERS OF AMERICA COOPER-
ATIVE, INC. © Cont'd.
(In Taunton daily gazette,
Oct. 18, 1954, p.7) © 18Oct54;
KK103395.

To help your family feel their
very best. Sunbeam enriched
bread, it's energy-packed.
(In Taunton daily gazette,
Sept. 20, 1954, p.5)
© 20Sep54; KK103394.

To help your family stay strong
and well. Sunbeam enriched
bread, it's energy-packed.
(In Taunton daily gazette,
Sept. 14, 1954) © 14Sep54;
KK103398.

To help your husband get ahead
faster. Sunbeam enriched bread,
it's energy-packed. (In Bristol
herald courier, Oct. 29, 1954,
p.16) © 29Oct54; KK103401.

To help your son grow as strong
and tall as he can. Sunbeam
enriched bread, it's energy-
packed. (In Taunton daily
gazette, Sept. 27, 1954, p.5)
© 27Sep54; KK103396.

The truth about how to help your
husband be healthy and happy.
Sunbeam enriched bread, it's
energy-packed. (In Taunton
daily gazette, Nov. 1, 1954,
p.5) © 1Nov54; KK103393.

The truth about how to stay young
and lovely to look at. Sunbeam
enriched bread, it's energy-
packed. (In Taunton daily
gazette, Nov. 8, 1954, p.5)
© 8Nov54; KK103400.

QUIKUT.

Valuable free coupon. Offer no.1.
Cutlery. Label. Appl. author:
Lawrence K. Carroll. © Quikut,
Inc.; 2May55; KK106414.

R

R. C. B. ENTERPRISES, INC. ©
A new exciting investment game,
6 0/0. Label. © 12Apr55;
KK105868.

RACEY (ERLE) & ASSOCIATES. ©
There's something about your favor-
ite fishing plug that makes it a
prized possession. Chrysler auto-
mobile. (In The Dallas times
herald, Apr. 15, 1955, section 3,
p.14) © 15Apr55; KK106158.

RACING FANS, INC. ©
Racing Fans. Game. Label.
© 15Apr55; KK106072.

RADEL LEATHER MANUFACTURING CO. ©
Gambotan. Leather for upholstery.
Label. © 21Feb55; KK106019.

RADIO WIRE TELEVISION, INC. ©
Another Lafayette scoop. Lafayette
Radio, Dept. ST-14. 6 p. Appl.
author: M. H. Kranzberg. © 3Jan55;
KK103047.

RAILWAY JOURNAL. ©
This is an advertising sollicita-
tion. Sheet. Appl. author:
Glenn Edward Feeney. © 28Jan55;
KK103763.

RAIN-ON PAINT CO., division of TOBIAS
PAINT MANUFACTURING CO. SEE Tobias
Paint Manufacturing Co.

RAISCH, ALBERT M. d.b.a. SUPERSINE CO.
OF AMERICA. SEE Supersine Co. of
America.

RALEIGH ENTERPRISES, INC. ©
The Golden Ringer. Game. Label.
Appl. author: Ralph S. Gordon.
© 7Mar55; KK106568.

Paint with clay the Maji wonder
way. Maji-Clay palette. 21 piece
complete set. Label. Appl. au-
thor: Ralph S. Gordon. © 7Mar55;
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Learn artist's secret of fine-art
painting in clay. Maji-Clay
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Easy on me ... Purina's new Baby
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display card. © 13Dec54;
KK103804.

From our farm to yours, a profit
plan for 1955. Many Purina
dealers offer a pig-weighing
service ... Purina's fast-
start twins: Baby pig chow;
pig Startena. (In The Duroc
news, May 1955, p.11)
© 21Apr55; KK107038.

From our farm to yours, a profit
plan for 1955. Next time you're
in town, stop by your Purina
dealer's and ask him about his
pig-weighing service ... Purina's
fast-start twins: Baby pig chow;
pig Startena. (In St. Louis
daily livestock reporter, Mar. 29,
1955, p.6) © 29Mar55; KK107037.

RAMSET FASTENERS, INC. ©
Ramset fastening system. Confi-
dential dealer discount schedule.
Dealer purchase plan requirements.
Effective Mar. 17-Dec. 31, 1955.
2 p. Appl. author: Robert Coder.
© 24Feb55; KK104568.
Ramset System job-tested fastening
data for construction and main-
tenance fastenings. Envelope.
Appl. author: Albert Masters.
© 7Apr55; KK105990.

RAMSEY CORP. ©
Engineering leadership keeps your
business years ahead with duo-
matic C-9, double life 10-Up,
Ramco piston rings. (In Motor
age, Feb. 1955, p.3 of cover)
Appl. author: Van Auken, Ragland
& Stevens. © 5Feb55; KK104207.
History repeats. Never duplicated
Spiro-Seal is now followed 15
years later by duomatic action.
Spiro-Seal 10 Up; duomatic C-9
Ramco automotive piston rings.
(In Southern automotive journal,
May 1955, p.4 of cover) Appl.
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Stevens. © 8May55; KK107170.

In the new '55 engines, 60 0/0 have
all-steel oil rings, with the big
swing to ... Circumferential Ex-
pansion ... Ramco duomatic C-9.
Automotive piston rings. (In
Motor age, Jan. 1955, p.3 of
cover) Appl. author: Van Auken
Ragland & Stevens. © 5Jan55;
KK103747.

Now double proof, you profit all
ways with Ramco engineering
leadership. Duomatic C-9; 10 Up
Ramco automotive piston rings.
(In Motor age, Apr. 1955, p.3 of
cover) Appl. author: Van Auken,
Ragland & Stevens. © 5Apr55;
KK107169.

Now 2 exclusive reasons why you
profit most with Ramco. Duo-
matic C-9; double life 10-Up.
Automotive piston rings. (In
Motor age, Mar. 1955, p.3 of
cover) Appl. author: Van
Auken, Ragland & Stevens.
© 5Mar55; KK105675.

RAPID SPECIALTIES CO.
America's safest connectors. New
Safe-Tee-Flex ... for gas ranges.
Label. © Rapid Specialties Co.,
Calvin H. Ling, proprietor;
28Feb55; KK104900.

Safe-Tee-Flex, gas appliance con-
nectors. Sticker. © Rapid
Specialties Co., Calvin H.
Ling, proprietor; 3Feb55;
KK104901.

RAPP-RAMSEY CO. ©
GlossTex plastic starch. 32 fluid
ounces. Label. Appl. author:
Jim Nash. © 1Apr55; KK105866.

RATICAN, PETER J., sole owner, MAECO
MANUFACTURING CO. SEE Maeco Manu-
facturing Co.

RAYCO PRODUCTS.
Meat Master tenderizer. Contents
3 1/2 oz. avd. Label. Appl.
author: Floyd Ralph York. © Floyd
Ralph York, Hazel Alice York &
Sharon Ann York d.b.a. Rayco Pro-
ducts; 4Mar55; KK105519.

REALEMON-PURITAN CO. ©
Mambo Punch, delicious fruit punch.
1 quart 14 oz. Label. Appl.
author: Arthur W. Lundell.
© 25Mar55; KK105676.

REALISTIC GAMES MANUFACTURING CO. ©
Bobby Shantz's baseball game.
Label. Appl. author: Sidney D.
Rothstein. © 24Sep54; KK105032.

REARDON CO. ©
Dramex, interior finish, makes sad
rooms into glad rooms. Wife
pointing to crack; husband paint-
ing wall. Paint. (In Better
homes & gardens, Apr. 1955, p.210)
Appl. author: D'Arcy Advertising
Co. © 25Mar55; KK108141.
Here's how to make living room in
your basement, use new Bondex
cement paint. Woman ironing in
basement. (In Better homes and
gardens, Apr. 1954, p.257) Appl.
author: D'Arcy Advertising Co.
© 24Mar54; KK107883.

RED HEART DIVISION, JOHN MORRELL & CO.
SEE Morrell (John) & Co.

REDDI-WIP, INC. ©
Betty Crocker tells how to make
extra luscious strawberry short-
cake in winter. Cream. (In The
Des Moines register, Jan. 28, 1955,
p.7) Appl. author: Ruthrauff
& Ryan, Inc. © 28Jan55; KK107782.
Freddi-Reddi offers the grocers of
America this big midwinter profit
booster. Tie in with Reddi-wip's
spectacular, 3-way frozen straw-
berry shortcake promotion. Cream.
(In Chain store age, Jan. 1955,
p.50a) Appl. author: Ruthrauff &
Ryan, Inc. © 1Jan55; KK103500.
Freddi-Reddi says: I'll give you
frozen strawberries free with your
purchase of real cream, Reddi-wip.
(In The Detroit news, Jan. 13,
1955, p.39) Appl. author: Ruth-
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KK107945.

Freddi Reddi says: let Reddi-wip
buy you 2 packages of your fa-
vorite gelatin free. Cream.
(In Toledo blade, Mar. 10, 1955,
p.14) Appl. author: Ruthrauff
& Ryan, Inc. © 10Mar55; KK107318.
Freddi Reddi says: let Reddi-wip buy
you 2 packages of your favorite
gelatin free of added cost. You
buy 3 packages, Reddi-wip mails
you the cost of 2. Cream. (In
The Bridgeport telegram, Mar. 11,
1955, p.18) Appl. author: Ruth-
rauff & Ryan, Inc. © 11Mar55;
KK107778.

Freddi-Reddi says: make a date with
a Reddi-wip shortcake tonight.
Cream. (In Nashville banner,
Apr. 7, 1955, p.32) Appl. au-
thor: Ruthrauff & Ryan, Inc.
© 7Apr55; KK107319.

Here's a real holiday bargain.
1 can of Libby's pumpkin free
with the purchase of real
cream, Reddi-wip. (In The
Kansas City star, Nov. 11,
1954, p.15) Appl. author:
Ruthrauff & Ryan, Inc.
© 11Nov54; KK103146.

- It's an extra-profit natural, says Freddi-Reddi. Tie in now with this sensational gelatin and Reddi-wip promotion. Cream. (In Chain store age, Mar. 1955, p.26A) Appl. author: Ruthrauff & Ryan, Inc. © 1Mar55; KK107320.
- Mothers, delight your child with Freddi Reddi, the laugh-a-minute TV puppet. Cream. (In The Harrisburg patriot, Mar. 4, 1955, p.24) Appl. author: Ruthrauff & Ryan, Inc. © 4Mar55; KK107785.
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- 99 out of 99 youngsters pick the pudding on the right. (In The Arizona republic, Sept. 24, 1954, p.25) Appl. author: Ruthrauff & Ryan, Inc. © 24Sep54; KK103144.
- Reddi-wip gives you the bargain of the year. 2 packages My-T-Fine pudding for 1¢. Dairy product. (In The Rome daily sentinel, Sept. 23, 1954, p.11) Appl. author: Ruthrauff & Ryan, Inc. © 23Sep54; KK103145.
- Reddi-wip gives you the bargain of the year. 2 packages of pudding for 1¢. Cream. (In The Peoria star, Sept. 23, 1954, p.C-8) Appl. author: Ruthrauff & Ryan, Inc. © 23Sep54; KK103494.
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- REDDY KILOWATT, INC. ©**
Reddy Kilowatt polka. Record. Label. Appl. author: Ashton Budd Collins. © 16Oct54; KK103508.
- REES, F. WORTH & FALLIS F. REES, forming the copartnership of BRICK, INC. SEE Brick, Inc.**
- REES, FALLIS F. & F. WORTH REES, forming the copartnership of BRICK, INC. SEE Brick, Inc.**
- REGAL PALE BREWING CO. ©**
Learn how the Regalbird refreshes folks all over town. East and west, the Regalbird knows best, enjoy Regal Pale beer. (In Oroville-mercury, Oroville, Calif., Dec. 23, 1954, p.5) Appl. author: David F. Bascom. © 23Dec54; KK102836.
- REGO LABORATORIES, INC. ©**
Speed Glo, auto wax. Cleans, polishes, waxes, protects in one easy operation. Contents 8 ozs. Label. © 30Nov54; KK102948.
- REILLY (WILLIAM B.) & CO., INC. ©**
When you make coffee with Luzianne, every cup's a good one. (In New Orleans states, Feb. 11, 1955, p.30) Appl. author: Walker Saussy Advertising, Inc. © 11Feb55; KK105049.
- REINECKE, EDWIN.**
Handbook: cross connection control. SEE Febco, Inc.
- RELIABLE FURNITURE CO. ©**
Reliable introduces the sensational thrifty home maker's planned budget buying. Home furnishings. Folder. © 16Feb55; KK105787.
- REMINGTON AIR CONDITIONING DIVISION, REMINGTON CORP. SEE Remington Corp.**
- REMINGTON CORP.**
Announcing the amazing new miracle of air conditioning, the Remington Consolaire. (In Electrical merchandising, Feb. 1955, p.243)
- Appl. author: Goold & Tierney, Inc. © Remington Air Conditioning Division, Remington Corp.; 8Feb55; KK104160.
- RENEE OF HOLLYWOOD. ©**
Beautility. Brassieres. (In Women's wear daily, Mar. 17, 1955, p.38) Appl. author: Jere Bayard Advertising. © 17Mar55; KK105991.
- REPUBLIC NATIONAL BANK OF DALLAS. ©**
This is the story of a grape, a bone, and a loan. Banking services. Folder. Appl. author: George J. Watts. © 23Nov54; KK102942.
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- RESEARCH COMPOUNDS ASSOCIATES. ©**
RCA Research Formulation Type A lotion. Contents 4 ounces. Cosmetic product. Label. Appl. author: Robert M. Sherman. © 27Jan55; KK103744.
- RESEARCH-COTTRELL, INC. ©**
The inside story of Research-Cottrell precipitators for the paper industry. Folder. Appl. author: William A. Cather, III. © 30Dec54; KK103974.
- Open hearth stack gas cleaning with Research-Cottrell precipitators. Bulletin OH. Folder. Appl. author: William A. Cather, III. © 30Dec54; KK103972.
- RESLABS, INC. ©**
Ammophyll, ammonia developing solution, no.1 for all dry process whiteprinting equipment. Contents 1 gallon. Label. Appl. author: Louis T. Altschul. © 15Sep53; KK103045.
- RESTONIC CORP. ©**
It's magic ... Restonic ... Triple Cushion mattresses. (In Retailing daily, Apr. 12, 1955, p.19) Appl. author: Theron Warren Blakeslee. © 12Apr55; KK107072.
- RESULTS UNLIMITED.**
Cut that red tape. Rutherford National Bank. Auto loans. Mail folder. © Arthur Drucker & Abe A. Green t.s. Results Unlimited; 9Jun55; KK108018.
- REVLON PRODUCTS CORP. ©**
Do you know ... Are they buying their Revlon lipsticks from you? Lanolite lipstick, by Revlon. (In American hairdresser & beauty culture, Mar. 1955, p.12-13) Appl. author: William H. Weintraub & Co., Inc. © 22Feb55; KK106306.
- Imagine, keep live color on your lips even while you sleep. Get up radiant ... Revlon's ... Living lipstick with twenty-four-hour-life. (In The Sacramento bee, Sacramento, Calif., May 3, 1955, p.17) Appl. author: William H. Weintraub & Co., Inc. © 3May55; KK106810.
- More women are buying their cosmetics in beauty salons. Revlon's Touch-and-Glow. (In American hairdresser & beauty culture, Apr. 1955, p.16-17) Appl. author: William H. Weintraub & Co., Inc. © 22Mar55; KK106307.
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- New sensation in the high-profit hair-care field. Satin-Set, pin-curl spray-set. (In Chain store age, drug ed., May 1955, p.58) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May55; KK107102.
- This is the red that's turning all other reds green with envy. Revlon's Certainly Red lipstick & nail enamel. (In Vogue, Jan. 1955) Appl. author: William H. Weintraub & Co., Inc. © 1Jan55; KK103836.
- REYNOLDS, JOSEPH M. ©**
He may be a caloric K-9. The original Male Leash. Leather novelty costume piece for ladies' and misses' wear. Label. © 5Mar55; KK104623.
- REYNOLDS MANUFACTURING CO. ©**
Extra value is built in Reyco engineered brake drums. (In Bus transportation, Apr. 1955, p.120) Appl. author: Ralph Aquilla Nelms. © 10Apr55; KK106775.
- For lightweight and low cost, the new 21 Challenger series. Reyco tandems. (In Transport topics, Apr. 11, 1955, p.10) Appl. author: Ralph Aquilla Nelms. © 11Apr55; KK106318.
- Model 1100. Tandem spring suspension. Sheet. Appl. author: Ralph Francis Looney. © 1May54 (in notice: 1953); KK104787.
- Model 1100-3 tandem. Trailer suspension. Sheet. © 21Feb55; KK105052.
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- The Reyco axle stabilizer. Trailer suspension. Sheet. © 1Mar55; KK105051.
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- They're engineered, that's the big difference. Reyco brake drums. D-255. (In Bus transportation, June 1955, p.18) Appl. author: Ralph Aquilla Nelms. © 10Jun55; KK108030.
- REYNOLDS METALS CO. ©**
Christmas decorations. Reynolds do-it-yourself plan no.127. Aluminum. Folder. Appl. author: John H. Fox. © 28Nov54; KK103874.
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- Telephone table. Reynolds do-it-yourself plan no.124. Aluminum. Folder. Appl. author: John H. Fox. © 24Jan55 (in notice: 1954); KK103875.

RHEINGOLD BREWING CO. ©

My beer is Rheingold, the dry beer, says Hoagy Carmichael. (In Home (Los Angeles times magazine section), Mar. 13, 1955, p.3) Appl. author: Foote, Cone & Belding. © 13Mar55; KK105041.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. (In Home (Los Angeles times magazine section), Feb. 13, 1955, p.3) Appl. author: Foote, Cone & Belding. © 13Feb55; KK104398.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. [Miss Rheingold adjusting ski shoe] (In Home (Los Angeles times magazine section), Feb. 27, 1955, p.56) Appl. author: Foote, Cone & Belding. © 27Feb55; KK104946.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. [Miss Rheingold holding puppy] (In Home (Los Angeles times magazine section), Mar. 27, 1955, p.4 of cover) Appl. author: Foote, Cone & Belding. © 27Mar55; KK106449.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. [Miss Rheingold holding puppy] (In Home (Los Angeles times magazine section), Mar. 27, 1955, p.4 of cover) Appl. author: Foote, Cone & Belding. © 27Mar55; KK105638.

Nancy Woodruff, elected Miss Rheingold 1955. Rheingold extra dry lager beer. (In Home (Los Angeles times magazine section) Dec. 26, 1954, p.3) Appl. author: Foote, Cone & Belding. © 26Dec54; KK103220.

RICHARDS MANUFACTURING CO., INC. ©

Richards Jewett spinal gouges; Jewett bone chip packers ... Surgical instruments. Sheet. Appl. author: Harry T. Treace. © 11Apr55; KK105867.

RICHFIELD FOODS, INC. ©

Lassie Jane brand, stabilized, peanut butter. Net wt. 11 ozs. Label. © 24Feb55; KK107227.

Lassie Jane brand sweet mixed pickles. 1 quart fl. Label. © 20Jan55; KK107228.

RICHTER, R. E.

Beauty in plexiglas. Coupon value 15¢. Plastic photograph holders. Card. © Richard E. Richter; 21Dec54; KK102874.

RIES (GEORGE J.) & CO. ©

Like the sweeping light of the streamliners ... Wig-Wag Zig Zag, the flashing bicycle safety light. Sheet. Appl. author: George J. Ries. © 7Feb55; KK104173.

RIETZKE, WILLIAM T., sole proprietor, GOLF METER CO. SEE Golf Meter Co.

RIVAL MANUFACTURING CO. ©

The new copper touch, by Rival. Kitchen utensils. Sheet. © 14Mar55; KK105516.

RIVET-O MANUFACTURING CO. ©

Something no office should be without. Speed-Mo push button type cleaner. Folder no.15-54B. Appl. author: Carl C. Harris. © 16Nov54; KK103535.

Speed-Mo, new push-button spot remover for that cleaning emergency. Folder no.16-54B. Appl. author: Carl C. Harris. © 16Nov54; KK103534.

ROBBINS, LESTER.

Nu-San, a square meal on a bun. Label. © Lester W. Robbins; 17Feb55; KK104371.

ROBERTSON MANUFACTURING CO. ©

Two famous Robertson reliables for special lawn problems. Power lawn mowers. Form no.7701-0. Folder. Appl. author: Frederic A. Robertson. © 2Feb55; KK103826.

ROBERTSHAW-FULTON CONTROLS CO. ©

Robertshaw model TE-TC Thermal Eye control for electric range surface units. Folder. © 12May55; KK108059.

ROBOT APPLIANCES, INC. ©

Robot operators, electronically controlled doors ... Door operator, model-CR-series for residential garage doors. Sheet. Appl. author: F. J. Osuch. © 2Jun55; KK107931.

Robot operators, electronically controlled doors ... Freight-dumb-waiter-lift, model FL-510. Sheet. Appl. author: F. J. Osuch. © 2Jun55; KK107932.

Robot operators, electronically controlled doors ... (Robot-Matic door operator) Model-SD series. Sheet. Appl. author: F. J. Osuch. © 2Jun55; KK107930.

Robot operators, electronically controlled doors ... Winch-puller, model-WP-500. Portable. Sheet. Appl. author: F. J. Osuch. © 2Jun55; KK107933.

ROCK OF AGES.

Those who have passed from this world die only when we, whom they loved, forget them. cSchool-girl with books & flowers before monument; (In Extension, Apr. 1955, p.45) © Rock of Ages Corp.; 10Mar55; KK106361.

Those who have passed from this world die only when we, whom they loved, forget them. cSchool-girl with books & flowers before monument; (In Successful farming, May 1955, p.139) © Rock of Ages Corp.; 15Apr55; KK106571.

Those who have passed from this world die only when we, whom they loved, forget them. cSchool-girl with books & flowers before monument; color; (In The Saturday evening post, Mar. 26, 1955, p.145) © Rock of Ages Corp.; 26Mar55; KK105453.

ROCKWELL, WILLIAM YOCUM d.b.a. ROCKWELL STUDIOS. SEE Rockwell Studios.

ROCKWELL STUDIOS.

Hooked rug patterns catalog. Pamphlet. © William Yocum Rockwell d.b.a. Rockwell Studios; 3Dec54; KK103677.

ROCKY RIVER NURSERIES SALES. ©

Why wait 'til September? These chrysanthemums start blooming in June. (In The Dallas morning news, Jan. 10, 1955, pt.1, p.2) Appl. author: Carity-Hoffman Associates. © 10Jan55; KK105339.

ROIZEN ADVERTISING AGENCY, INC. ©

Confident tomorrows. Quality Materials Co. calendar. Building materials. © 19Jan55 (in notice: 1954); KK103793.

ROMAN MEAL CO. ©

Roman Meal cereal. Drop cookies. Net contents 1 pound 12 ounces. Label. © 26Apr55; KK106541.
Roman Meal cereal. Meat loaf. Net contents 1 pound 12 ounces. Label. © 26Apr55; KK106540.

Roman Meal cereal. Nut bread. Net contents 1 pound 12 ounces. Label. © 26Apr55; KK106542.

RONDEAU SHOE CO., INC.

Butterfly footwear, by Henel. B 333 AB. Manufactured by Hoague-Sprague Corp. Label. © Henel Shoe Co., Inc. (in notice: Henel Shoe Co., Inc., division of Rondeau Shoe Co., Inc.); 3Jun55; KK107634.

RONRICO DIVISION, PUERTO RICO DISTILLING CO. SEE Puerto Rico Distilling Co.

RONSON ART METAL WORKS, INC. ©

New Ronson R-6 counter display, yours free with 6 best-selling lighters. (In Chain store age, Feb. 1954, p.57) Appl. author: William H. Weintraub & Co., Inc. © 30Dec53 (in notice: 1954); KK107743.

RONSON CORP. ©

Newest gift. The Golden Essex, distinctive pocket lighter for discriminating tastes. (In Look, Mar. 8, 1955, p.5) Appl. author: William H. Weintraub & Co., Inc. © 5Mar55; KK105431.

Ronson announces, amazing wind-proof lighter, only \$3.95. Windlite. (In Look, May 31, 1955, p.4) Appl. author: William H. Weintraub & Co., Inc. © 24May55; KK107207.

Ronson flints give you 500 more lights than ordinary flints. Flints for cigarette lighters. (In New York mirror, magazine section, Mar. 27, 1955, p.18) Appl. author: William H. Weintraub & Co., Inc. © 27Mar55; KK105678.

ROSE-DERRY CO. ©

How did nature intend your baby to sleep? Posturized Kantwet crib mattresses & Kantwet pads. (In Ladies' home journal, Apr. 1955, p.90) Appl. author: Oscar Bresnick. © 31Mar55; KK106510.

This baby will sleep as nature intended. Posturized Kantwet crib mattress. (In Ladies' home journal, Mar. 1955, p.208) Appl. author: Oscar Bresnick. © 24Feb55; KK106511.

Your child needs just one bed from 3 to 18 years. Posturized Tot-N-Teen headboard bed, a Kantwet product. (In Ladies' home journal, May 1955, p.117) Appl. author: Oscar Bresnick. © 28Apr55; KK106509.

ROSEKILLY, GORDON.

Real hot steam locomotives. (Catalog of model steam locomotives) Folder. © Gordon Richard Rosekilly; 18Feb55; KK107231.

ROSENBAUM, PAUL, sole owner, THERMAL CONTROL CO. SEE Thermal Control Co.

ROSENBERG, MURRAY E. & HOWARD L. ROTH-CHILD d.b.a. LITTLE BIT OF IRELAND. SEE Little Bit of Ireland.

ROSENBLOOM, JACK. ©

Follow the crowds for the biggest sale in our history. \$1.00 suite sale. Furniture. Sheet. © 3May55; KK106986.

Never before, you are face to face ... \$1.00 dinette sale. Sheet. © 3May55; KK107234.

While you were out, we left you a lucky number free gift contest. Furniture. Card. © 3May55; KK107118.

ROSS, ART. ©

Pie Face, the funny game plus coloring fun. Label. © 27Apr54; KK103008.

ROSS (EDWARD E.) OPHTHALMIC LABORATORY. ©

Indusafe, industrial analysis of visual requirements. Sheet. Appl. author: Edward E. Ross. © 7Apr55; KK106111.

ROTHCHILD, HOWARD L. & MURRAY E. ROSENBERG d.b.a. LITTLE BIT OF IRELAND. SEE Little Bit of Ireland.

ROTHMAN, HARRY. ©

Any holes burning in your pocket? 57th semi-annual sale ... year-round weight suits, topcoats ... © 18Jan55; KK103403.

Burning the candle at both ends. Wearing apparel. © 15Mar55; KK104891.

Ever play blind man's buff? Wearing apparel. (In The New York times) © 7Jun55; KK107879.

Ever see a prairie fire? Rothman's 57th semi-annual sale ... of year-round weight suits, topcoats ... © 1Feb55; KK103735.

Help us light the birthday candle. Wearing apparel. © 8Mar55; KK104622.

How about a helicopter pool? Wearing apparel. (In New York times & world telegram) © 8Apr55; KK105679.

How long since you received a valentine? Rothman's 57th semi-annual sale ... of year-round weight suits, topcoats ... © 8Feb55; KK103951.

How the mighty have fallen. Rothman's 57th semi-annual sale ... of year-round weight suits, topcoats ... © 25Jan55; KK103577.

The man who invented thrift. 57th semi-annual sale ... of year-round weight suits, topcoats ... © 11Jan55; KK103118.

The marriage broker who sold himself. Wearing apparel. (In The New York times) © 12Apr55; KK105697.

The suburbs that never left town. Wearing apparel. (In New York times & world telegram) © 19Apr55; KK105922.

That old gang of mine. Wearing apparel. (In The New York times) © 21Jun55; KK108095.

They're calling him maestro, now. Wearing apparel. (In New York times & world telegram) © 26Apr55; KK106187.

This brother-in-law isn't so dumb. Wearing apparel. (In The New York times & telegram) © 22Mar55; KK105053.

U. P. S., take a bow. Wearing apparel. (In The New York times) © 3May55; KK106374.

What does your handwriting reveal? Wearing apparel. (In The New York times) © 1Jun55; KK107357.

Whatever happened to Sir Walter Raleigh's cloak? Wearing apparel. (In The New York times) © 15Jun55; KK108065.

Where will you get your sunburn? 57th semi-annual sale. Wearing apparel. © 15Feb55; KK104163.

Where's the fire? Rothman's 57th semi-annual sale ... of year-round weight suits, topcoats ... © 4Jan55; KK102975.

Who can remember the old Tin Lizzie? Wearing apparel. (In The New York times) © 29Mar55; KK105331.

ROTO-HOE & SPRAYER CO. ©

America's most usable garden tools. Roto-Hoe. Folder. Appl. author: Robert E. Wright. © 9Jan55 (in notice: 1954); KK103630.

Gardening is fun with Roto-Hoe and attachments. Folder.

Appl. author: Robert E. Wright. © 9Jan55 (in notice: 1954); KK103629.

Most machine for your money. Roto-Hoe, America's most usable garden tools. 16 p. Appl. author: Robert E. Wright. © 9Jan55 (in notice: 1954); KK103631.

ROTO-ROOTER CORP. ©

Roto-Rooter sewer service. (In Better homes & gardens, Feb. 1955, p.203) Appl. author: Norbert W. Larsen. © 20Jan55; KK105913.

ROWE PLASTICS & DIE CASTING CO. ©

Shat-R-Pruf-Tex, high impact plastics. Form no.512. Water pots, plant pots & similar plastic houseware items. Sheet. Appl. author: Leif A. Rowe. © 1Dec54; KK103939.

ROX PRODUCTS CO.

By any test, Rox is best. Rox masonry paint guaranteed to stop water seepage. Folder. Appl. author: Clark & Bobertz Agency. © Henry W. Cairns d.b.a. Rox Products Co.; 17Dec54; KK103238.

For best results when applying Rox masonry paint, always use a genuine Rox paint brush. Folder. Appl. author: Clark & Bobertz Agency. © Henry W. Cairns d.b.a. Rox Products Co.; 28Nov54; KK103237.

The key to a dry wall, hasn't leaked yet, Rox masonry paint, protects, beautifies, preserves. 10 lbs. net. Label. Appl. author: Clark & Bobertz Agency. © Henry W. Cairns d.b.a. Rox Products Co.; 12Dec54; KK104029.

Rox masonry paint color card. Folder. Appl. author: Clark & Bobertz Agency. © Henry W. Cairns d.b.a. Rox Products Co.; 15Nov54; KK103236.

ROYAL HAEGER LAMP CO., INC. ©

Fashion highlight lamps. Haeger the great name in American ceramics. (In Better homes & gardens, Mar. 1955, p.138) © 24Feb55; KK104658.

ROYAL TOPS MANUFACTURING CO. ©

Tops in tops. Royal Champion Trom-Po tops. No.10. 2 doz. Label. © 10Mar55; KK106147.

ROYAL TREASURE COUPON CO.

Royal Treasure, one coupon. General merchandise. © Nathan Goldfarb d.b.a. Royal Treasure Coupon Co.; 25Feb55; KK106865.

ROYSTER (F. S.) GUANO CO. ©

Royster guarantees the 6 plant foods your crops need ... Fertilizer. (In The Progressive farmer, Apr. 1953, p.176) Appl. author: VanSant, Dugdale & Co. © 1Apr53 (in notice: 1952); KK103770.

RUBINSTEIN (HELENA) INC. ©

Cologne Foam gives you both fragrance and body-smoothing in one new whipped cream formula. (In Vogue, Mar. 15, 1954, p.42) © 15Mar54; KK107909.

Torero Pink. New lipstick color for the daring. (In Harper's bazaar, Apr. 1955, p.46-47) © 31Mar55; KK106042.

RUNNELS CO., INC. ©

Announcing, new, revolutionary, Kardee, scientific, Tri-Dermal beauty plan. Toilet goods. Folder. Appl. author: Garland D. Runnels. © 12May55; KK106807. Kardee, Tri-Dermal, beauty plan. Toilet goods. Folder. Appl. author: Garland D. Runnels. © 12May55; KK106806.

RUPPERT, JACOB. SEE Ruppert Knickerbocker Beer.

RUPPERT KNICKERBOCKER BEER.

After a friendly round of golf, a round of Knickerbocker, says Mrs. Bob (Dede) Hanna. (In The New York times, May 27, 1955, p.46) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 27May55; KK107322.

Buffet dinners are fun with Knickerbocker, says Mrs. Robert F. Hill. (In Journal American, New York, May 5, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 5May55; KK106994.

Here's why I always knock-knock for Knickerbocker, says Steve Allen ... it's less filling, more delicious too. (In New York World telegram, Apr. 12, 1955, p.36) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 12Apr55; KK105873.

Here's why you always win with Knickerbocker, says Mrs. G. William Anderson. (In New York world telegram & sun, Apr. 26, 1955, p.36) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 26Apr55; KK106204.

I would give first prize to Knickerbocker, says Mr. Pierre Nelli. (In New York world telegram & sun, Apr. 19, 1955, p.44) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 19Apr55; KK106203.

It's fun to raid the refrigerator when Knickerbocker's in it, says Mrs. John T. Landry. (In New York journal-American, June 21, 1955, p.30) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 21Jun55; KK107943.

Knickerbocker is less filling, more delicious, too, says Mrs. G. William Anderson. (In New York journal-American, Mar. 15, 1955, p.30) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 15Mar55; KK105185.

Knickerbocker is less filling, more delicious, too, says Mrs. Manuel Quintana. (In New York journal-American, Mar. 2, 1955, p.42) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 2Mar55; KK105186.

Knickerbocker is less filling, more delicious, too, says Mrs. M. Brownhill, Jr. (In New York Amsterdam news, Apr. 2, 1955, p.18) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 2Apr55; KK106013.

Knickerbocker is less filling, more delicious, too, says Mrs. Robert Bell. (In N. Y. Amsterdam news, Mar. 26, 1955, p.4) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 26Mar55; KK105442.

Knickerbocker is less filling, more delicious, too, says Mrs. Robert F. Hill. (In New York world telegram, Mar. 29, 1955, p.42) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 29Mar55; KK105344.

RUPPERT KNICKERBOCKER BEER. Cont'd.
Knickerbocker is less filling, more delicious, too, says Pierre Nellie. (In Daily news, Feb. 24, 1955, p.43) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 24Feb55; KK104401.

Knickerbocker is less filling, more delicious, too, says Steve Allen. (In New York journal-American, Feb. 10, 1955, p.34) Appl. author: The Biow-Beirn-Toigo Co., Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 10Feb55; KK104322.

My guests really go for franks and Knickerbocker, says Mrs. Steve Condos. (In New York world telegram & sun, May 18, 1955, p.38) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 18May55; KK106911.

Prize catch of the day, a frosty-dry glass of Knickerbocker, says Thomas McAndrews. (In New York world telegram & sun, June 8, 1955, p.40) Appl. author: Biow-Beirn-Toigo, Inc. © 8Jun55; KK107621.

What a team, Knickerbocker and outdoor cooking, says Mrs. Allan Gould. (In Daily news, New York, June 16, 1955, p.49) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 16Jun55; KK107944.

You're all set with Knickerbocker in your picnic basket, says Mrs. George De Witt. (In New York world telegram & sun, June 1, 1955, p.40) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 1Jun55; KK107620.

RUSSELL ASSOCIATES.

Purchase reserve plan. SEE Nelson Associates, Inc.

RUSTMASTER CHEMICAL CO. ©

Parts Master pict-o-poem. Automotive parts cleaner. (In Southern automotive journal, Jan. 1955, p.63) Appl. author: Cory Snow, Inc. © 15Jan55; KK104392.

RUTHERFORD FOOD CORP. ©

HyPower brings you the first and only frozen tamale pie. (In Kansas City star-times, Mar. 10, 1955, p.17) Appl. author: E. A. Warner. © 10Mar55; KK107334.

HyPower, flavorful new treat, you just heat and eat. Frozen tamale pie. (In Kansas City star-times, Mar. 24, 1955, p.14) Appl. author: E. A. Warner. © 24Mar55; KK107336.

New, HyPower, frozen tamale pie. (In Kansas City star-times, Mar. 4, 1955, p.18) Appl. author: E. A. Warner. © 3Mar55; KK107333.

Two favorite foods, chili and tamales, make a new taste treat together. HyPower frozen tamale pie. (In Kansas City star-times, Mar. 17, 1955, p.21) Appl. author: E. A. Warner. © 17Mar55; KK107335.

S

S & J SALES CO. ©

At last, an all-purpose utility building that anyone can assemble. The Car-Bana, by Seidelhuber. Pre-fabricated carport. Folder. Appl. author: George Melcome Glavin. © 15Nov54; KK102936.

SKF INDUSTRIES, INC. ©

Bearings the wise man buys. SKF ball and roller bearings. (In Purchasing, June 1955, p.165) Appl. author: Robert G. Moore. © 1Jun55; KK107528.

Four of the many SKF quality products: improved spherical roller bearing ... SKF ball & roller bearings. (In Purchasing, May 1955, p.331) Appl. author: Robert G. Moore. © 1May55; KK107286.

SKF makes them all: SKF 7602, OST 1603; four of the many SKF quality products: SKF 7602-A, OST 1605. SKF ball & roller bearings. (In Design news, Mar. 15, 1955, p.135-136) Appl. author: Robert G. Moore. © 15Mar55; KK105907.

This is a wise man's thumb. SKF ball and roller bearings. (In Product engineering, May 1955, inserted between p.356 & 357) Appl. author: Robert G. Moore. © 5May55; KK107287.

Thousands and thousands ... of SKF SY unit pillow blocks going into service. SKF bearings ... (In Steel, Mar. 21, 1955, p.2) Appl. author: Robert G. Moore. © 21Mar55; KK105695.

S. O. S. CO. ©

Do it yourself with Spartan, the best do-it-yourself, steel wool pads. Six assorted Spartan ... pads. Label. © Cleanser Products, a division of S. O. S. Co.; 15Apr55; KK106567.

Look what a difference a shiny cake pan makes. S. O. S. magic scouring pads. (In Family circle, Oct. 1953, p.120) Appl. author: McCann-Erickson, Inc. © 25Sep53; KK104743.

Nothing washes all your dishes as fast, as easily as Tuffy ... Plastic cleaning aid. (In Progressive farmer, Aug. 1954, p.87) Appl. author: McCann-Erickson, Inc. © 20Jul54; KK107617.

S. O. S. magic scouring pads. Easy ways to clean your stove with S. O. S. A 2. Ten ... pads. Label. © 28Dec54; KK106597.

S. O. S. magic scouring pads. S. O. S. cleans white-wall tires really white. A 1. Ten ... pads. Label. © 28Dec54; KK106598.

S. O. S. magic scouring pads. S. O. S. gives you all kinds of extra help. A 5. Ten ... pads. Label. © 28Dec54; KK106594.

S. O. S. magic scouring pads. Scour your coffee pot with S. O. S. A 3. Ten ... pads. Label. © 28Dec54; KK106596.

S. O. S. magic scouring pads. See how daily use of S. O. S. makes pans look better - cook better. A-6. Ten ... pads. Label. © 28Dec54; KK106593.

S. O. S. magic scouring pads. To bake a better cake, you need a shiny pan. A 4. Ten ... pads. Label. © 28Dec54; KK106595.

Spartan, the best steel wool fold-over pads. Fine O. 8 ... pads. Label. © Cleanser Products, a division of S. O. S. Co.; 31Mar55; KK106566.

Tuffy, amazing plastic wonder-mesh. Tuffy cleans sticky pots and pans ... (In The Progressive farmer, Apr. 1953, p.134) Appl. author: McCann-Erickson, Inc. © 20Mar53; KK103680.

Tuffy washes dishes faster, easier than anything in your kitchen now. (In Good housekeeping, Aug. 1954, p.27) Appl. author: McCann-Erickson, Inc. © 25Jul54; KK102837.

SAALFIELD PUB. CO. ©

ABC Push-Out Toy cards. 3 to 6 years. No.7462. Die-cut board cards. Label. © 21Jun54; KK102965.

Fun Maker box for all from 6 to 60. 6 faces with interchangeable features; make thousands of funny faces. No.7460. Label. © 21Jun54; KK102964.

Rub a pencil, surprise pictures will appear. Pre-school books. No.4084. Label. © 18Jan54; KK102954.

Rub a pencil, surprise pictures will appear. Pre-school books. No.4085. Label. © 1Jun54; KK102955.

Rub a pencil, surprise pictures will appear. Pre-school books. No.5056. Label. © 23Mar54; KK102957.

Rub a pencil, surprise pictures will appear. No.5057. Label. © 25Mar54; KK102960.

Sampler sewing cards. 24 sampler designs; 8 balls of yarn ... 7 to 12 years. No.6175. Label. © 1Jun54; KK102962.

Sewing cards. 12 sampler designs; 4 balls of yarn; tapestry needle; illustrated instructions. 7 to 12 years. No.6045. Label. © 16Jun54; KK102958.

Sweetheart dolls. Two large standing dolls; front and back stay-on dresses with accessories ... No.6052. Label. © 14Apr54; KK102959.

Tinkle Toy, Stuffedies to make. 4 to 9 years. Contents 15 toys; 15 bells; 15 tipped rayon yarns; shaped stuffing for each toy. No.6176. Label. © 12Jul54; KK102963.

Trace and color. 8 books. No.5052. Label. © 4Jan54; KK102956.

Treasure box for hours of fun. 6 to 9 years. Contents 12 books of fun; 2 toymaker cards; picture puzzle; pencil; crayons; scissors. No.6055. Label. © 13May54; KK102961.

Wet the brush and bring out the colors. No.4074. Label. © 3Jan54; KK102953.

SACKET.

Sacket, the universal ball game. Mail folder. © Sacket Co. d.b.a. Sacket; 11Feb55; KK106398.

SACKET CO. d.b.a. SACKET. SEE Sacket.

SACONY, a division of S. AUGSTEIN & CO. SEE Augstein (S.) & Co., Inc.

SAFE, INC. ©

Safe, dry fire spray, extinguisher. Contents approximately 12 ozs. Label. Appl. author: Kenneth B. Covert. © 12Jan55; KK106900.

SAGER, WILLARD H. d.b.a. SAGER'S NATURE'S OWN PRODUCTS. SEE Sager's Nature's Own Products.

SAGER'S NATURE'S OWN PRODUCTS.

Hi Delite, Nature's Own, root beer concentrate. One gallon net measure. Label. © Willard H. Sager d.b.a. Sager's Nature's Own Products; 24Mar55; KK106384.

ST. LAWRENCE CHEMICAL CO., INC. © C-EM-DIE. Insecticides. Label. Appl. author: Neil E. Morgan. © 22Nov54; KK106352.

- C-EM-DIE, fly killer control pills. Net contents 2 1/4 ounces. Label. Appl. author: Neil E. Morgan. © 22Nov54; KK106351.
- ST. REGIS PAPER CO.
How to use fast-drying Roltite for St. Regis Panelyte ... SEE Midcontinent Adhesive Co.
How to use Roltite for St. Regis Panelyte ... SEE Midcontinent Adhesive Co.
- SALERNO-MEGOWEN BISCUIT CO. ©
The new improved inner Crisper bag. Crackers. Label. Appl. author: Arno Juntunen. © 25Jan55; KK103711.
Salerno coconut chocolate chip cookies. One pound. 49¢. Label. Appl. author: Arno Juntunen. © 3Mar55; KK104569.
Salerno royal treats, delicious devil's food cake. Net weight 5 ounces. Label. Appl. author: Arno Juntunen. © 5May55; KK107442.
Salerno toffee cremes, a delicious sandwich cookie. One pound. Label. Appl. author: Arno Juntunen. © 26May55; KK107441.
- SALES PROMOTIONS, INC. ©
Santa's magic wishing ring. Promotional giveaway. Label. Appl. author: Dan Seman. © 13May55; KK106885.
- SALISBURY, ALBERT P. & S. RICHARD FINKEL d.b.a. ARTCRAFT FEATURES. SEE Artcraft Features.
- SALLACH, H. J.
Intermediary metabolism. Scientific apparatus. Sheet. © Henry James Sallach & Robert Warren McGilvery; 8Apr55; KK106223.
- SAMANN, JULIUS. ©
For best results ... Car-Freshner. Air deodorizing & perfuming devices. Label. © 12May54; KK105730.
For best results ... Peter Pine. Air deodorizing & perfuming devices. Label. Appl. author: Arlene Carvallis. © 18Mar55; KK105729.
For forest-fresh air ... Car-Freshner. (Pine tree Car-Freshner pouches) Air deodorizing & perfuming articles. Label. © 27May54; KK105731.
Freshens & sweetens air in your car, home, office. Scent-Saver. Animated cone. Display card. Appl. authors: Arlene Carvallis & Robert J. Witzel. © 18Mar55; KK105897.
Works 24 hours a day. Freshens & sweetens air in your car ... Car-Freshner. Air deodorizing & perfuming articles. Display card. Appl. author: Robert J. Witzel. © 18Mar55; KK105732.
- SAN JUAN AVIATION ESTATES. ©
Own an island estate. Blakely in the San Juans. 12 p. Appl. author: Bob Hargreaves. © 19Jan55; KK103469.
- SAND-BAR. ©
Tune in WISN ... Guess the Gate with Pate. Pate Air Glide gasoline. Game. (In The Milwaukee sentinel, Apr. 23, 1955, p.5) Appl. author: James G. Sandison. © 23Apr55; KK106642.
- SANDLER (SAMUEL) KOSHER SAUSAGE MANUFACTURING CO. ©
Win \$5,000 in college scholarships. Educated Midget Bologna. Poster. Appl. author: I. L. Fien. © 28Jan55; KK103831.
- SANDON, LEON J. PONCET DE. SEE Poncet de Sandon, Leon J.
- SANITARY SERVICE, INC. ©
Bio-Klean, new magic anaerobic bacteria, nature's aid to septic tanks. Folder. © 31Jan55; KK103922.
- SANTA FE VINTAGE CO. ©
At last, the one wine everybody loves. Santa Fe Vino da Casa. (In Los Angeles times, Jan. 26, 1955, pt.1, p.13) Appl. author: Dan B. Miner Co. © 26Jan55; KK103792.
- SARGENT-GERKE CO. ©
Sargent aluminum paint. One quart U. S. measure. Label. © 19Jun53; KK108026.
- SARNA (S. S.) INC. ©
African cow bell. Label. Appl. author: S. S. Sarna. © 28Mar55; KK106552.
Attar bells. Label. Appl. author: S. S. Sarna. © 29Mar55; KK106551.
Chai garam bell. Label. Appl. author: S. S. Sarna. © 28Mar55; KK106550.
Crow bell. Label. Appl. author: S. S. Sarna. © 28Mar55; KK106548.
Dangotra bell. Label. Appl. author: S. S. Sarna. © 28Mar55; KK106553.
Diva, oil lamp, bell. Label. Appl. author: S. S. Sarna. © 2May55; KK106792.
Najoomi, fortune teller, bell. Label. Appl. author: S. S. Sarna. © 28Mar55; KK106549.
Narghile, water pipe, bell. Label. Appl. author: S. S. Sarna. © 2May55; KK106793.
Sarnabrass. Brass decorative accessories. Folder. Appl. author: S. S. Sarna. © 15Feb55; KK104390.
- SAUNDERS ARCHERY TARGET CO. ©
Instructions for shooting the Wrist-Rocket, hunting sling. Folder. Appl. author: Charles A. Saunders. © 7Jan55; KK106264.
- SAVE-A-LIFE LEAGUE OF AMERICA, INC. ©
Save-A-Life crusade to reduce traffic deaths and accidents. Contents 1,300 assorted gummed labels. Label. Appl. author: Richard Elmo Collins. © 20May55; KK107807.
- SAVITT, INC. ©
Savitt P.O.M.G. gift policy. Jewelry & electrical appliances. Label. Appl. author: Wilbur W. Randall. © 10Oct54; KK103053.
- SAWYER BISCUIT CO., DIVISION OF UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.
- SCALLON, FRANK J.
Midget Thimble Louvers. 100 to a bag. Hardware. Card. © Frank John Scallon; 31Dec54; KK103678.
- SCHEEL, LELAND G. & RUSSELL D. VAN HOUTEN d.b.a. VAN-LEE ASSOCIATES. SEE Van-Lee Associates.
- SCHENLEY DISTILLERS, INC. ©
Kentucky sends its best for the holidays. Yes, it's premium Kentucky whiskey; no, it's not premium priced. Cream of Kentucky. (In The Canton repository, Canton, Ohio, Dec. 20, 1954, p.15) Appl. author: The Grey Advertising Agency. © 20Dec54; KK105931.
Kentucky sends its best to Akron. Yes, it's premium Kentucky whiskey; no, it's not premium priced. Cream of Kentucky. (In Akron beacon journal, Akron, Ohio, Feb. 25, 1955, p.25) Appl. author: Grey Advertising Agency, Inc. © 15Feb55; KK104670.
- Kentucky sends its best to Dixie. Yes, it's premium Kentucky whiskey; no, it's not hard on your pocketbook. Cream of Kentucky. (In The Atlanta constitution, Feb. 15, 1955, p.10) Appl. author: Grey Advertising Agency, Inc. © 15Feb55; KK105930.
Schenley reserve blended whiskey. (In Collier's, May 27, 1955, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12May55; KK107104.
- SCHENLEY INDUSTRIES, INC.
First in Milwaukee, Blatz beer. It's got to be best, to be first in Milwaukee. (In Life, Feb. 15, 1954) Appl. author: William H. Weintraub & Co., Inc. © Blatz Brewing Co. (in notice: Blatz Brewing Co., a division of Schenley Industries, Inc.); 12Feb54; KK106676.
- SCHENLEY LABORATORIES, INC. ©
Convalescent ordeal. Man in wheel-chair. Ediol. Pharmaceuticals. Post card. © 25Jan55; KK103640.
Curb anxiety without dulling perception. Sedamyl. Pharmaceuticals. Folder. © 18Nov54; KK103603.
Debilitated. Old man. Ediol. Pharmaceuticals. Post card. © 25Jan55; KK103637.
Disminuye la ansiedad sin embotar la percepcion. Sedamyl. Pharmaceuticals. Folder. © 18Nov54; KK103604.
Ediol de sabor agradable para sus pacientes bajos de peso. Pharmaceuticals. Folder. © 28Oct54; KK103318.
Egregious Egyptian. Solemn patriarch of the Nile, the shoebill stork ... Titralac. Pharmaceuticals. Post card. © 21Dec54; KK103067.
En la constipacion, de eficacia y buena tolerancia comprobadas. Dorbane. Pharmaceuticals. Folder. © 18Nov54; KK103605.
Fashion's darling. Girl polishing her nails. Ediol. Pharmaceuticals. Post card. © 10Jan55; KK103635.
For the life that begins at 40. Vascutum capsules. Pharmaceuticals. Folder. © 18Nov54; KK103602.
Good-tasting Ediol for your underweight patients. Pharmaceuticals. Folder. © 28Oct54; KK103317.
Impractical patent. Designed to keep the sporting gent peddling around ... Dorbane. Pharmaceuticals. Post card. © 14Oct54; KK103090.
Impractical patent. No sluggard he, this latter-day Mercury swirls ... Dorbane. Pharmaceuticals. Post card. © 14Oct54; KK103091.
Impractical patent. This combination necktie and watch guard ... Dorbane. Pharmaceuticals. Post card. © 14Oct54; KK103094.
Impractical patent. This equine steam engine ... Dorbane. Pharmaceuticals. Post card. © 14Oct54; KK103092.
Impractical patent. This rotating butter churn ... Dorbane. Pharmaceuticals. Post card. © 14Oct54; KK103093.
Invested introvert. Armadillo. Titralac. Pharmaceuticals. Post card. © 10Jan55 (in notice: 1954); KK103632.
Invincible insect. Robber fly. Titralac. Pharmaceuticals. Post card. © 25Jan55 (in notice: 1954); KK103642.

SCHENLEY LABORATORIES, INC. © Cont'd.
It's a cinch, with caloric boost.
Ediol. Pharmaceuticals. Post
card. © 21Dec54 (in notice:
1955); KK103064.

Lissome lovelies. Flamingo.
Titralac. Pharmaceuticals.
Post card. © 25Jan55 (in
notice: 1954); KK103641.

MorCal, with B1 and B12, for weight
gain. List 405. 1 pound. Con-
centrated food supplement. Label.
Appl. author: M. Budd Mittleman.
© 2May55; KK107546.

Ogling octopus. Despite lurid fic-
tion, the Atlantic octopus is
actually timid ... Titralac.
Pharmaceuticals. Post card.
© 21Dec54; KK103069.

Para alegrar el futuro, del
deprimido o el gordo. Euphased.
Pharmaceuticals. Folder.
© 18Nov54; KK103600.

Para la vida que se inicia a los
40. Vascutum capsulas. Phar-
maceuticals. Folder.
© 18Nov54; KK103601.

Same as last week? Girl on scale.
Ediol. Pharmaceuticals. Post
card. © 25Jan55; KK103636.

Scrutinizing screecher. Screech
owl. Titralac. Pharmaceuticals.
Post card. © 13Jan55 (in notice:
1954); KK103633.

Seductive sea-rose. Not a plant,
nor innocuous, the sea-rose of
the Atlantic is a fearfully
stinging animal ... Titralac.
Pharmaceuticals. Post card.
© 21Dec54; KK103065.

Serpent's setback, reputed nemesis
of poisonous snakes, the mon-
goose... Titralac. Pharmaceuti-
cals. Post card. © 21Dec54;
KK103066.

Snacks, smokes, Cokes. Soda jerk.
Ediol. Pharmaceuticals. Post
card. © 25Jan55; KK103638.

Stygian starrer. Although smaller
than a squirrel, the African
galago can leap ... Titralac.
Pharmaceuticals. Post card.
© 21Dec54; KK103068.

Vigilant vulture. Titralac.
Pharmaceuticals. Post card.
© 10Jan55 (in notice: 1954);
KK103634.

When everyday tasks look like this.
Complaint window in department
store. Sedamyl. Pharmaceuticals.
Post card. © 19Jan55; KK103639.

When everyday tasks look like this.
Sedamyl. [Crowded bus scene]
Pharmaceuticals. Mail folder.
© 3Mar55; KK106309.

When everyday tasks look like this.
Sedamyl. [Postman laden with
mail; mean-looking dog on porch]
Pharmaceuticals. Mail folder.
© 3Mar55; KK106308.

SCHICK, HOWARD M. d.b.a. MID CON-
TINENT HARDWARE. SEE Mid Continent
Hardware.

SCHLITZ (JOSEPH) BREWING CO. ©
The beer that made Milwaukee famous.
Form no. 5129. Man in hammock.
Poster. © 1Sep54; KK103542.

Count on Schlitz to draw the crowd.
(In Bar management, Mar. 1955,
p.29) © 1Mar55; KK106075.

Easy to pick up, picks up sales.
This fast-moving new six-pak.
(In The Iowa food dealer, Mar.
1955, p.25) © 1Mar55; KK106076.

The greatest beer on earth. Schlitz.
Circus scene. (In The Los Angeles
examiner, Aug. 4, 1954, sports
section, p.5) © 4Aug54; KK104141.

The greatest beer on earth
Schlitz. Clown scene. (In The

Los Angeles examiner, Aug. 11,
1954, sport section, p.3)
© 11Aug54; KK104140.

I go for the new half-quart can
originated by Schlitz. Full
16 ounces, 1/3 more beer. (In
The Denver post, Oct. 27, 1954,
p.45) © 27Oct54; KK104138.

If you like beer, you'll love
Schlitz. Barbecue scene. (In
Life, Sept. 13, 1954, p.147)
© 13Sep54; KK104151.

If you like beer, you'll love
Schlitz. Firehouse carnival.
(In Life, Aug. 23, 1954, p.28)
© 23Aug54; KK104148.

If you like beer, you'll love
Schlitz. Masquerade. Form no.
5130. Poster. © 10Oct54;
KK103543.

Just the kiss of the hops, no harsh
bitterness. Schlitz. Masquerade.
(In Life, Sept. 27, 1954, p.83)
© 27Sep54; KK104150.

A label you'll be proud for your
guests to see. Schlitz. Sail-
fishing. (In The Indianapolis
news, Aug. 18, 1954, p.37)
© 18Aug54; KK104146.

New, the first half-quart can in
brewing history, an original
and exclusive Schlitz idea.
(In The Hartford courant,
July 28, 1954, p.17) © 28Jul54;
KK104144.

Now half-quart cans. 16 ozs. of
Schlitz. Form no. 5131. Poster.
© 1Nov54; KK103544.

An occasion worth celebrating
deserves Schlitz. Football scene.
(In Life, Nov. 15, 1954, p.61)
© 15Nov54; KK104149.

Originated by Schlitz. The first
half-quart can in brewing his-
tory ... Jumbo 6-Pak ... fits
any refrigerator. (In The
Chicago sun-times, Aug. 4, 1954,
p.57) © 4Aug54; KK104145.

Originated by Schlitz. The first
half-quart can in brewing his-
tory. Pick it up in the jumbo
6-pak ... (In The Denver post,
Oct. 20, 1954, p.34) © 20Oct54;
KK104139.

Originated by Schlitz. The first
half-quart can in brewing his-
tory. We expect to be imitated.
(In St. Louis post dispatch,
Oct. 6, 1954, p.8C) © 6Oct54;
KK104143.

What's all this nonsense about beer
being fattening? Schlitz. (In
The Bridgeport post, Nov. 1, 1954,
p.32) © 1Nov54; KK104142.

When only the best is good enough.
If you like beer you'll love
Schlitz. Xmas scene. (In
Collier's magazine, Dec. 24,
1954, p.83) © 24Dec54;
KK102938.

When only the best is good enough.
Schlitz, the beer that made Mil-
waukee famous. Form no. 5132.
Man with Christmas present.
Poster. © 1Dec54; KK103545.

World's most famous taste in beer.
Design no. 5133. Waiter. Poster.
© 1Jan55; KK106297.

World's most famous taste in beer.
Design no. 5134. Girl in large
hat. Poster. © 1Feb55; KK106294.

World's most famous taste in
beer. Schlitz. Girl in hat.
(In Ebony, Mar. 1955, p.32)
© 1Mar55; KK104179.

World's most famous taste in beer.
Schlitz. Waiter. (In V. F. W.,
Feb. 1955, p.3 of cover)
© 1Feb55; KK104178.

Your customers deserve the best.
Schlitz. (In Club management,
Mar. 1955, p.71) © 1Mar55;
KK106077.

Your judgment is respected when
you order Schlitz. Shuffleboard.
(In Look, Nov. 2, 1954, p.55)
© 2Nov54; KK104147.

Your thirst can feel the difference.
Design no. 5135. Man at bar.
Poster. © 1Mar55; KK106293.

Your thirst can feel the difference.
Design no. 5136. Girl at table.
Poster. © 1Apr55; KK106295.

Your thirst can feel the difference.
Design no. 5137. Cocktail lounge.
Poster. © 1May55; KK106296.

Your thirst can feel the difference.
Schlitz always brews for quality,
never for price. Man at bar.
(In Ebony, May 1955, p.26)
© 1May55; KK106073.

Your thirst can feel the difference
... Your taste can actually feel
the difference between Schlitz and
any other beer. Man with 6-pak.
(In Look, Mar. 22, 1955, p.52)
© 22Mar55; KK106074.

SCHLOSSER, EDWARD. ©
10 minute glue. Label. © 1Dec54;
KK103823.

SCHMID (JULIUS) INC. ©
Hard-to-kill trichomonads explode
within 15 seconds contact with
Vagisec liquid. Liquid & jelly
for treatment of vaginal tricho-
moniasis. Folder. © 17Mar55;
KK106502.

Hidden trichomonads now exposed and
exploded ... Vagisec liquid;
Vagisec therapeutic vaginal jelly.
Folder. © 17Mar55; KK106501.

SCHNEEWEISS, WILLIAM JOHN d.b.a.
PICNIC ICE CO. SEE Picnic Ice Co.

SCHNEITROW, HARRY A. & FLOYD GARWICK
d.b.a. GINGER BEER CO. SEE Ginger
Beer Co.

SCHOENEMAN (J.) INC. ©
Hammer 'nails can take it, exclu-
sive imported fabric. Juster
Bros. Sheet. Appl. author:
Charles Cahn. © 4Apr55; KK106602.

Kingsridge and imported Coronado
promotional material. Men's
suits. Spring-summer 1955.
Folder. Appl. author: Charles
Cahn. © 7Jan55; KK103563.

Meet your Country Cousin. Clothing.
Folder. Appl. author: Charles
Cahn. © 4Apr55; KK106601.

Now see this ... Kingsridge custom
fabric, pure worsted suits.
Folder. Appl. author: Charles
Cahn. © 4Apr55; KK106614.

Tough as a bull dog ... Bull dog
twist suits. Folder. Appl. au-
thor: Charles Cahn. © 4Apr55;
KK106615.

Turnabout, the suit that leads a
double life. Dreyfuss & Son.
(For the young in heart) Card.
Appl. author: Charles Cahn.
© 4Apr55; KK106603.

We have a deep, dark secret: char-
coal tones are smartest. West
End Cricket, the flannel suit with
the worsted finish. Halle Bros.
Co. Folder. Appl. author:
Charles Cahn. © 4Apr55; KK106604.

SCHOFIELD MANUFACTURING CO. ©
Streamlined catalog, Schofield auto
body replacement panels and prod-
ucts. Form C-55. 6 p.
© 25Apr55; KK106557.

SCHOLL MANUFACTURING CO., INC. ©
New, phenomenal walking pleasure.
Dr. Scholl's Foam-Ease Foot Com-
fort remedies made of the modern,
miracle material, latex foam.

- Folder. Appl. author: William Mathias Scholl. © 3Mar55; KK104768.
- SCHREIBER MILLS, INC. ©
Sweet Lassy fed cattle get top grading from packers and get you the top prices. Cattle supplement. (In Wallaces' farmer & Iowa homestead, Apr. 16, 1955, p.96) Appl. author: Allen B. Schreiber. © 16Apr55; KK106222.
- SCHUMAKER, H. H.
Microseal Tephlex, hydraulic and pneumatic packings. Bulletin A541. Folder. © Herman H. Schumaker; 8Apr55; KK105639.
- SCHWARTZ, ARTHUR. ©
Genie, the magic in the bottle that does wonders for your hands. Cosmetic. Label. © 6Apr55; KK106475.
- SCOPEL RESEARCH INSTITUTE. ©
Nutralife, a food supplement. 4 ozs. Label. © 10Aug54; KK102981.
- SCOT, INC. ©
The new Scot Decor adds glamour to your door. Garage door-panel ornament. Folder. Appl. author: Milton B. Cooper. © 10Feb55; KK104515.
- SCOTT, ANDY & MARY SCOTT d.b.a.
SOUTHWEST ROCKS & MINERALS. SEE Southwest Rocks & Minerals.
- SCOTT, MARY & ANDY SCOTT d.b.a.
SOUTHWEST ROCKS & MINERALS. SEE Southwest Rocks & Minerals.
- SEA SHELL LINE.
Sea Shell notes. Stationery. Label. © Louise Goodrich, sole owner, Sea Shell Line; 9Nov54; KK103323.
- SEASIDE OIL CO. ©
Grand opening ..., La Cumbre Seaside Service, Irv Tucker, proprietor. Petroleum and automotive products. (In Santa Barbara news-press, Dec. 10, 1954, p.A-5) Appl. author: G. Blanchard Tucker. © 10Dec54; KK102972.
- SECURITY-FIRST NATIONAL BANK OF LOS ANGELES. ©
Household expense calculator for a family of 3. Checking accounts; loan plan. Appl. author: Research Dept., Security-First National Bank of Los Angeles. © 15Feb55; KK108080.
- SECURITY SASH & SCREEN CO. ©
Climb aboard for greater sales and profits. Storm windows. Self mailing dealer merchandising folder. © 20Feb55; KK105420.
- SEELEY, DE LOSS & MARIAN SEELEY d.b.a. ESTHER-MARIAN SHOP. SEE Esther-Marian Shop.
- SEELEY, MARIAN & DE LOSS SEELEY d.b.a. ESTHER-MARIAN SHOP. SEE Esther-Marian Shop.
- SEEMAN BROS., INC. ©
If you know your onions, you'll use only Air-Wick. Deodorizer. (In Better homes & gardens, Feb. 1955, p.127) Appl. author: William H. Weintraub & Co., Inc. © 25Jan55; KK104049.
- SEGESMAN, JOHN F. ©
Seg's E-2 2 leader holder. Fishing equipment. Label. © 19Apr55; KK106059.
- SEVEN-UP CO. ©
Enjoy a Seven-Up float. Soft drink. (In Look, June 14, 1955, p.3 of cover) Appl. author: J. Walter Thompson Co. © 31May55; KK107974.
- Great days coming, the time is nigh to double and triple the family supply. Soft drink. (In Life, Dec. 13, 1954, p.18 & 19) Appl. author: J. Walter Thompson Co. © 10Dec54; KK103304.
- Nothing does it like Seven-Up. [Elderly man holding bottle] Soft drink. (In The Saturday evening post, Mar. 12, 1955, p.11) Appl. author: J. Walter Thompson Co. © 9Mar55; KK105469.
- Nothing does it like Seven-Up. [Girl with tennis racket] Soft drink. (In The Saturday evening post, May 14, 1955, p.107) Appl. author: J. Walter Thompson Co. © 11May55; KK107057.
- Nothing does it like Seven-Up. Soft drink. (In The Saturday evening post, Jan. 15, 1955, p.52-53) Appl. author: J. Walter Thompson Co. © 12Jan55; KK104827.
- Nothing does it like Seven-Up. Soft drink. (In The Saturday evening post, Apr. 16, 1955, p.108) Appl. author: J. Walter Thompson Co. © 13Apr55; KK106322.
- Now is the season of all the year when doorbells jingle and company's here. Perfect for company - family, too. Soft drink. (In Life, Nov. 22, 1954, p.184) Appl. author: J. Walter Thompson Co. © 19Nov54; KK103305.
- Now is the season of all the year when doorbells jingle and company's here. The time has come for a friendly warning. Soft drink. (In The Saturday evening post, Dec. 25, 1954, p.40 & 41) Appl. author: J. Walter Thompson Co. © 22Dec54; KK103300.
- So good with Seven-Up. [Assorted sandwiches] Soft drink. (In Life, Feb. 7, 1955, p.40-41) Appl. author: J. Walter Thompson Co. © 4Feb55; KK104824.
- SHARK CO. ©
Chinaman. Game. Label. Appl. author: Zbigniew Starkiewicz. © 6May55; KK108238.
- SHAVER, J. W.
Adam Upquick says you can add 'em up quicker with a modern electric adding machine. Blotter. © John W. Shaver; 4Mar55; KK106189.
We run a reformatory for delinquent adding machines. Blotter. © John W. Shaver; 4Mar55; KK106188.
- SHELL INDUSTRIES. ©
The beauty Hit for fine finishes. Polish for various wood and metal surfaces. Net contents 1 qt. Label. Appl. author: Alfred B. Miner. © 1Feb55 (in notice: 1954); KK104165.
- SHELL OIL CO. ©
Can you identify these famous cups? Dixie. Shell research products. (In The Saturday evening post, May 28, 1955, p.2) Appl. author: J. Walter Thompson Co. © 25May55; KK107436.
One-shot treatment turns lawns to magic carpets. Dieldrin. Shell research products. (In The Saturday evening post, Apr. 2, 1955, p.2) Appl. author: J. Walter Thompson Co. © 30Mar55; KK107435.
Traffic control in the Jet Age. Shell research products. (In The Saturday evening post, Mar. 5, 1955, p.2) Appl. author: J. Walter Thompson Co. © 2Mar55; KK105795.
Up where the world looks round. Shell research products. (In The Saturday evening post, Apr. 30, 1955, p.2) Appl. author: J. Walter Thompson Co. © 27Apr55; KK106857.
- When paper gets a permanent wave. Shell research products. (In The Saturday evening post, Feb. 5, 1955, p.2) Appl. author: J. Walter Thompson Co. © 2Feb55; KK104396.
- SHERMAN ADVERTISING. ©
Win both, Westinghouse coffee maker plus Manning's coffee. Manning's nursery rhyme contest. Beverage. Card. Appl. author: Robert Sherman. © 28Dec54; KK103844.
- SHERMAN PRODUCTS, INC. ©
Make emergency repairs faster with a Sherman power digger. (In Domestic engineering, Dec. 1954, p.183) Appl. author: Gus H. Bobertz. © 1Dec54; KK103437.
Now, a third Sherman product, another help to more tractor sales. The Sherman front end loader ... Sheet. Appl. author: Gus H. Bobertz. © 9Feb55; KK104339.
The Sherman front end loader for Fordson major tractors. Folder. Appl. author: Gus H. Bobertz. © 9Feb55; KK104340.
- SHINN, CHARLES C., operating as CONTEMPORARY ARTS ASSOCIATES. SEE Contemporary Arts Associates.
- SHOBAN, ELLIOT d.b.a. GOOD FARMER IRRIGATION CO. SEE Good Farmer Irrigation Co.
- SHOEMAKER, VICTOR B.
It is true. You can save 4 minutes per test in scoring the General Aptitude Test Battery. Folder. © Victor Benson Shoemaker; 9Aug54; KK103216.
- SHOW-HOUSE.
Make your home a Show-House, too. Let's do it, now. Home products. (In The Saturday evening post, Oct. 2, 1954, p.8-9) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Oct54; KK105479.
Make your home a Show-House, too. Newest of the new, best of the best. Home products. (In The Saturday evening post, Jan. 22, 1955, p.106-107) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 22Jan55; KK105478.
Make your home a Show-House, too. Precedent farmhouse. Home products. (In The Saturday evening post, Apr. 23, 1955, p.130-131) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 23Apr55; KK108138.
Show-House. Make your home a Show-House, too. Home products. (In The Saturday evening post, Sept. 11, 1954, p.62-63) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 11Sep54; KK105343.
- SHULMAN, MAX. ©
On campus, with Max Shulman. A guide for the dateless. Philip Morris cigarettes. (In Cornell daily sun, Ithaca, N. Y., Jan. 19, 1955, p.15) Appl. author: Biow-Beirn-Toigo, Inc. © 19Jan55; KK105376.
On campus, with Max Shulman. Clothes make the EMOC. Philip Morris cigarettes. (In New Hampshire, University of N. H., Dec. 9, 1954, p.3) Appl. author: The Blow Co., Inc. © 9Dec54; KK102991.

SCHENLEY LABORATORIES, INC. © Cont'd.

- It's a cinch, with caloric boost.
Ediol. Pharmaceuticals. Post card. © 21Dec54 (in notice: 1955); KK103064.
- Lissome lovelies. Flamingo. Titalac. Pharmaceuticals. Post card. © 25Jan55 (in notice: 1954); KK103641.
- MorCal, with B1 and B12, for weight gain. List 405. 1 pound. Concentrated food supplement. Label. Appl. author: M. Budd Mittleman. © 2May55; KK107546.
- Ogling octopus. Despite lurid fiction, the Atlantic octopus is actually timid ... Titalac. Pharmaceuticals. Post card. © 21Dec54; KK103069.
- Para alegrar el futuro, del deprimido o el gordo. Euphased. Pharmaceuticals. Folder. © 18Nov54; KK103600.
- Para la vida que se inicia a los 40. Vascutum capsulas. Pharmaceuticals. Folder. © 18Nov54; KK103601.
- Same as last week? Girl on scale. Ediol. Pharmaceuticals. Post card. © 25Jan55; KK103636.
- Scrutinizing screecher. Screech owl. Titalac. Pharmaceuticals. Post card. © 13Jan55 (in notice: 1954); KK103633.
- Seductive sea-rose. Not a plant, nor innocuous, the sea-rose of the Atlantic is a fearfully stinging animal ... Titalac. Pharmaceuticals. Post card. © 21Dec54; KK103065.
- Serpent's setback, reputed nemesis of poisonous snakes, the mon-goose... Titalac. Pharmaceuticals. Post card. © 21Dec54; KK103066.
- Snacks, smokes, Cokes. Soda jerk. Ediol. Pharmaceuticals. Post card. © 25Jan55; KK103638.
- Stygian starrer. Although smaller than a squirrel, the African galago can leap ... Titalac. Pharmaceuticals. Post card. © 21Dec54; KK103068.
- Vigilant vulture. Titalac. Pharmaceuticals. Post card. © 10Jan55 (in notice: 1954); KK103634.
- When everyday tasks look like this. Complaint window in department store. Sedamyl. Pharmaceuticals. Post card. © 19Jan55; KK103639.
- When everyday tasks look like this. Sedamyl. [Crowded bus scene] Pharmaceuticals. Mail folder. © 3Mar55; KK106309.
- When everyday tasks look like this. Sedamyl. [Postman laden with mail; mean-looking dog on porch] Pharmaceuticals. Mail folder. © 3Mar55; KK106308.
- SCHICK, HOWARD M. d.b.a. MID CONTINENT HARDWARE. SEE Mid Continent Hardware.
- SCHLITZ (JOSEPH) BREWING CO. ©
The beer that made Milwaukee famous. Form no. 5129. Man in hammock. Poster. © 1Sep54; KK103542.
- Count on Schlitz to draw the crowd. (In Bar management, Mar. 1955, p.29) © 1Mar55; KK106075.
- Easy to pick up, picks up sales. This fast-moving new six-pak. (In The Iowa food dealer, Mar. 1955, p.25) © 1Mar55; KK106076.
- The greatest beer on earth. Schlitz. Circus scene. (In The Los Angeles examiner, Aug. 4, 1954, sports section, p.5) © 4Aug54; KK104141.
- The greatest beer on earth Schlitz. Clown scene. (In The

Los Angeles examiner, Aug. 11, 1954, sport section, p.3) © 11Aug54; KK104140.

I go for the new half-quart can originated by Schlitz. Full 16 ounces, 1/3 more beer. (In The Denver post, Oct. 27, 1954, p.45) © 27Oct54; KK104138.

If you like beer, you'll love Schlitz. Barbecue scene. (In Life, Sept. 13, 1954, p.147) © 13Sep54; KK104151.

If you like beer, you'll love Schlitz. Firehouse carnival. (In Life, Aug. 23, 1954, p.28) © 23Aug54; KK104148.

If you like beer, you'll love Schlitz. Masquerade. Form no. 5130. Poster. © 10Oct54; KK103543.

Just the kiss of the hops, no harsh bitterness. Schlitz. Masquerade. (In Life, Sept. 27, 1954, p.83) © 27Sep54; KK104150.

A label you'll be proud for your guests to see. Schlitz. Sail-fishing. (In The Indianapolis news, Aug. 18, 1954, p.37) © 18Aug54; KK104146.

New, the first half-quart can in brewing history, an original and exclusive Schlitz idea. (In The Hartford courant, July 28, 1954, p.17) © 28Jul54; KK104144.

Now half-quart cans. 16 ozs. of Schlitz. Form no. 5131. Poster. © 1Nov54; KK103544.

An occasion worth celebrating deserves Schlitz. Football scene. (In Life, Nov. 15, 1954, p.61) © 15Nov54; KK104149.

Originated by Schlitz. The first half-quart can in brewing history ... Jumbo 6-Pak ... fits any refrigerator. (In The Chicago sun-times, Aug. 4, 1954, p.57) © 4Aug54; KK104145.

Originated by Schlitz. The first half-quart can in brewing history. Pick it up in the jumbo 6-pak ... (In The Denver post, Oct. 20, 1954, p.34) © 20Oct54; KK104139.

Originated by Schlitz. The first half-quart can in brewing history. We expect to be imitated. (In St. Louis post dispatch, Oct. 6, 1954, p.8C) © 6Oct54; KK104143.

What's all this nonsense about beer being fattening? Schlitz. (In The Bridgeport post, Nov. 1, 1954, p.32) © 1Nov54; KK104142.

When only the best is good enough. If you like beer you'll love Schlitz. Xmas scene. (In Collier's magazine, Dec. 24, 1954, p.83) © 24Dec54; KK102938.

When only the best is good enough. Schlitz, the beer that made Milwaukee famous. Form no. 5132. Man with Christmas present. Poster. © 1Dec54; KK103545.

World's most famous taste in beer. Design no. 5133. Waiter. Poster. © 1Jan55; KK106297.

World's most famous taste in beer. Design no. 5134. Girl in large hat. Poster. © 1Feb55; KK106294.

World's most famous taste in beer. Schlitz. Girl in hat. (In Ebony, Mar. 1955, p.32) © 1Mar55; KK104179.

World's most famous taste in beer. Schlitz. Waiter. (In V. F. W., Feb. 1955, p.3 of cover) © 1Feb55; KK104178.

Your customers deserve the best. Schlitz. (In Club management, Mar. 1955, p.71) © 1Mar55; KK106077.

Your judgment is respected when you order Schlitz. Shuffleboard. (In Look, Nov. 2, 1954, p.55) © 2Nov54; KK104147.

Your thirst can feel the difference. Design no. 5135. Man at bar. Poster. © 1Mar55; KK106293.

Your thirst can feel the difference. Design no. 5136. Girl at table. Poster. © 1Apr55; KK106295.

Your thirst can feel the difference. Design no. 5137. Cocktail lounge. Poster. © 1May55; KK106296.

Your thirst can feel the difference. Schlitz always brews for quality, never for price. Man at bar. (In Ebony, May 1955, p.26) © 1May55; KK106073.

Your thirst can feel the difference ... Your taste can actually feel the difference between Schlitz and any other beer. Man with 6-pak. (In Look, Mar. 22, 1955, p.52) © 22Mar55; KK106074.

SCHLOSSER, EDWARD. ©
10 minute glue. Label. © 1Dec54; KK103823.

SCHMID (JULIUS) INC. ©
Hard-to-kill trichomonads explode within 15 seconds contact with Vagisec liquid. Liquid & jelly for treatment of vaginal trichomoniasis. Folder. © 17Mar55; KK106502.

Hidden trichomonads now exposed and exploded ... Vagisec liquid; Vagisec therapeutic vaginal jelly. Folder. © 17Mar55; KK106501.

SCHNEEWEISS, WILLIAM JOHN d.b.a. PICNIC ICE CO. SEE Picnic Ice Co.

SCHNETROW, HARRY A. & FLOYD GARWICK d.b.a. GINGER BEER CO. SEE Ginger Beer Co.

SCHOENEMAN (J.) INC. ©
Hammer 'nails can take it, exclusive imported fabric. Juster Bros. Sheet. Appl. author: Charles Cahn. © 4Apr55; KK106602.

Kingsridge and imported Coronado promotional material. Men's suits. Spring-summer 1955. Folder. Appl. author: Charles Cahn. © 7Jan55; KK103563.

Meet your Country Cousin. Clothing. Folder. Appl. author: Charles Cahn. © 4Apr55; KK106601.

Now see this ... Kingsridge custom fabric, pure worsted suits. Folder. Appl. author: Charles Cahn. © 4Apr55; KK106614.

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Turnabout, the suit that leads a double life. Dreyfuss & Son. (For the young in heart) Card. Appl. author: Charles Cahn. © 4Apr55; KK106603.

We have a deep, dark secret: charcoal tones are smartest. West End Cricket, the flannel suit with the worsted finish. Halle Bros. Co. Folder. Appl. author: Charles Cahn. © 4Apr55; KK106604.

SCHOFIELD MANUFACTURING CO. ©
Streamlined catalog, Schofield auto body replacement panels and products. Form C-55. 6 p. © 25Apr55; KK106557.

SCHOLL MANUFACTURING CO., INC. ©
New, phenomenal walking pleasure. Dr. Scholl's Foam-Ease Foot Comfort remedies made of the modern, miracle material, latex foam.

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Sweet Lassy fed cattle get top grading from packers and get you the top prices. Cattle supplement. (In Wallaces' farmer & Iowa homestead, Apr. 16, 1955, p.96) Appl. author: Allen B. Schreiber. © 16Apr55; KK106222.
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- SCHWARTZ, ARTHUR. ©
Genie, the magic in the bottle that does wonders for your hands. Cosmetic. Label. © 6Apr55; KK106475.
- SCOPEL RESEARCH INSTITUTE. ©
Nutralife, a food supplement. 4 ozs. Label. © 10Aug54; KK102981.
- SCOT, INC. ©
The new Scot Decor adds glamour to your door. Garage door-panel ornament. Folder. Appl. author: Milton B. Cooper. © 10Feb55; KK104515.
- SCOTT, ANDY & MARY SCOTT d.b.a.
SOUTHWEST ROCKS & MINERALS. SEE Southwest Rocks & Minerals.
- SCOTT, MARY & ANDY SCOTT d.b.a.
SOUTHWEST ROCKS & MINERALS. SEE Southwest Rocks & Minerals.
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Sea Shell notes. Stationery. Label. © Louise Goodrich, sole owner, Sea Shell Line; 9Nov54; KK103323.
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Climb aboard for greater sales and profits. Storm windows. Self mailing dealer merchandising folder. © 20Feb55; KK105420.
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- SEELEY, MARIAN & DE LOSS SEELEY d.b.a. ESTHER-MARIAN SHOP. SEE Esther-Marian Shop.
- SEEMAN BROS., INC. ©
If you know your onions, you'll use only Air-Wick. Deodorizer. (In Better homes & gardens, Feb. 1955, p.127) Appl. author: William H. Weintraub & Co., Inc. © 25Jan55; KK104049.
- SEGESMAN, JOHN F. ©
Seg's E-2 2 leader holder. Fishing equipment. Label. © 19Apr55; KK106059.
- SEVEN-UP CO. ©
Enjoy a Seven-Up float. Soft drink. (In Look, June 14, 1955, p.3 of cover) Appl. author: J. Walter Thompson Co. © 31May55; KK107974.
- Great days coming, the time is nigh to double and triple the family supply. Soft drink. (In Life, Dec. 13, 1954, p.18 & 19) Appl. author: J. Walter Thompson Co. © 10Dec54; KK103304.
- Nothing does it like Seven-Up. [Elderly man holding bottle] Soft drink. (In The Saturday evening post, Mar. 12, 1955, p.11) Appl. author: J. Walter Thompson Co. © 9Mar55; KK105469.
- Nothing does it like Seven-Up. cGirl with tennis racket; Soft drink. (In The Saturday evening post, May 14, 1955, p.107) Appl. author: J. Walter Thompson Co. © 11May55; KK107057.
- Nothing does it like Seven-Up. Soft drink. (In The Saturday evening post, Jan. 15, 1955, p.52-53) Appl. author: J. Walter Thompson Co. © 12Jan55; KK104827.
- Nothing does it like Seven-Up. Soft drink. (In The Saturday evening post, Apr. 16, 1955, p.108) Appl. author: J. Walter Thompson Co. © 13Apr55; KK106322.
- Now is the season of all the year when doorbells jingle and company's here. Perfect for company - family, too. Soft drink. (In Life, Nov. 22, 1954, p.184) Appl. author: J. Walter Thompson Co. © 19Nov54; KK103305.
- Now is the season of all the year when doorbells jingle and company's here. The time has come for a friendly warning. Soft drink. (In The Saturday evening post, Dec. 25, 1954, p.40 & 41) Appl. author: J. Walter Thompson Co. © 22Dec54; KK103300.
- So good with Seven-Up. [Assorted sandwiches] Soft drink. (In Life, Feb. 7, 1955, p.40-41) Appl. author: J. Walter Thompson Co. © 4Feb55; KK104824.
- SHARK CO. ©
Chinaman. Game. Label. Appl. author: Zbigniew Starkiewicz. © 6May55; KK108238.
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Adam Upquick says you can add 'em up quicker with a modern electric adding machine. Blotter. © John W. Shaver; 4Mar55; KK106189.
We run a reformatory for delinquent adding machines. Blotter. © John W. Shaver; 4Mar55; KK106188.
- SHELL INDUSTRIES. ©
The beauty Hit for fine finishes. Polish for various wood and metal surfaces. Net contents 1 qt. Label. Appl. author: Alfred B. Miner. © 1Feb55 (in notice: 1954); KK104165.
- SHELL OIL CO. ©
Can you identify these famous cups? Dixie. Shell research products. (In The Saturday evening post, May 28, 1955, p.2) Appl. author: J. Walter Thompson Co. © 25May55; KK107436.
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Up where the world looks round. Shell research products. (In The Saturday evening post, Apr. 30, 1955, p.2) Appl. author: J. Walter Thompson Co. © 27Apr55; KK106857.
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Win both, Westinghouse coffee maker plus Manning's coffee. Manning's nursery rhyme contest. Beverage. Card. Appl. author: Robert Sherman. © 28Dec54; KK103844.
- SHERMAN PRODUCTS, INC. ©
Make emergency repairs faster with a Sherman power digger. (In Domestic engineering, Dec. 1954, p.183) Appl. author: Gus H. Bobertz. © 1Dec54; KK103437.
Now, a third Sherman product, another help to more tractor sales. The Sherman front end loader ... Sheet. Appl. author: Gus H. Bobertz. © 9Feb55; KK104339.
The Sherman front end loader for Fordson major tractors. Folder. Appl. author: Gus H. Bobertz. © 9Feb55; KK104340.
- SHINN, CHARLES C., operating as CONTEMPORARY ARTS ASSOCIATES. SEE Contemporary Arts Associates.
- SHOBAN, ELLIOT d.b.a. GOOD FARMER IRRIGATION CO. SEE Good Farmer Irrigation Co.
- SHOEMAKER, VICTOR B.
It is true. You can save 4 minutes per test in scoring the General Aptitude Test Battery. Folder. © Victor Benson Shoemaker; 9Aug54; KK103216.
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Make your home a Show-House, too. Let's do it, now. Home products. (In The Saturday evening post, Oct. 2, 1954, p.8-9) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Oct54; KK105479.
Make your home a Show-House, too. Newest of the new, best of the best. Home products. (In The Saturday evening post, Jan. 22, 1955, p.106-107) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 22Jan55; KK105478.
Make your home a Show-House, too. Precedent farmhouse. Home products. (In The Saturday evening post, Apr. 23, 1955, p.130-131) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 23Apr55; KK108138.
Show-House. Make your home a Show-House, too. Home products. (In The Saturday evening post, Sept. 11, 1954, p.62-63) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 11Sep54; KK105343.
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- On campus, with Max Shulman. I've got news for you. Philip Morris cigarettes. (In Spectrum, Buffalo, N. Y., Mar. 25, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 25Mar55; KK105937.
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SIGNAL-STAT CORP. ©

The only signal more popular than Signal-Stat ... America's most popular directional signals. Poster. Appl. author: Forrest R. Farrow. © 24Nov54; KK103271.

SIMCICH, ALFRED A. d.b.a. AMERICAN TERRAZZO MACHINE CO. SEE American Terrazzo Machine Co.

SIMMONS CO. ©

- Don't settle for firmness alone when buying an extra-firm mattress ... Beautyrest. (In Hartford, Conn. times, Sept. 7, 1954, p.14) Appl. author: Young & Rubicam, Inc. © 7Sep54; KK103172.
- Good rest is not a matter of how long you sleep. Beautyrest mattresses. (In Readers digest, May 1955, p.216) Appl. author: Young & Rubicam. © 25Apr55; KK108190.
- The mattress is half the sofa-bed. Only Hide-A-Bed sofa can give you sofa beauty plus a famous Beautyrest mattress. (In Life, Nov. 15, 1954, p.126) Appl. author: Young & Rubicam, Inc. © 11Nov54; KK104229.
- Never before a sofa-bed so smart as the new luxury-sofa Hide-A-Bed. (In Ladies' home journal, May 1955, p.215) Appl. author: Young & Rubicam, Inc. © 28Apr55; KK108189.
- Now, a challenge value, Hide-A-Bed sofa. (In This week, Sept. 19, 1954, p.6) Appl. author: Young & Rubicam, Inc. © 19Sep54; KK103160.
- Only the new Beautyrest offers built-in backrest action. Mattresses. (In New Haven register, May 9, 1955, p.11) Appl. author: Young & Rubicam, Inc. © 9May55; KK108187.
- Presenting the new luxury-sofa Hide-A-Bed. (In Ladies' home journal, Apr. 1955, p.41) Appl. author: Young & Rubicam, Inc. © 31Mar55; KK107595.
- Simmons announces brand new Beautyrest, big new promotion, giant retailer contest. Mattresses. (In Retailing daily, Mar. 30, 1955, p.10-11) Appl. author: Young & Rubicam, Inc. © 30Mar55; KK107596.
- Simmons announces, now a choice of firmness with new extra-firm Deepsleep. Mattresses. (In Life, Mar. 14, 1955, p.59) Appl. author: Young & Rubicam, Inc. © 11Mar55; KK107594.
- Simmons announces the Ambassador, longer, lovelier, new twin-bed, Hide-A-Bed sofa. (In House & garden, Apr. 1955, p.32-35) Appl. author: Young & Rubicam, Inc. © 20Mar55; KK107592.
- Simmons announces ... the new Dual-Comfort model Beautyrest. New Mr. and Mrs. mattress: standard, extra-firm. (In Look, Nov. 2, 1954, p.59) Appl. author: Young & Rubicam, Inc. © 19Oct54; KK104230.
- Simmons announces the revolutionary new 1955 Hide-A-Bed with luxury-sofa seating comfort. (In The Saturday evening post, Mar. 12, 1955, p.8-9) Appl. author: Young & Rubicam, Inc. © 9Mar55; KK107593.
- Simmons, world's largest bedding manufacturer, opens own Hawaiian plant. Beautyrest mattresses. (In Honolulu star-bulletin, Mar. 4, 1955, p.11) Appl. author: Young & Rubicam, Inc. © 4Mar55; KK107591.
- Two outstanding values for brides in 1955. Simmons Hide-A-Bed. (In Modern bride, Jan. 1955, p.112-113) Appl. author: Young & Rubicam, Inc. © 6Jan55; KK105610.
- Why new Extra-Firm Beautyrest is best for your posture and best for your pocketbook, too. Mat-

tresses. (In New Haven register, May 2, 1955, p.15) Appl. author: Young & Rubicam, Inc. © 2May55; KK108188.

You make the big money on the big ticket items. Beautyrest mattresses. (In Retailing daily, Apr. 7, 1955, p.11-12) Appl. author: Young & Rubicam, Inc. © 7Apr55; KK107597.

SIMON, ETHEL & IDA SIMON t.a. SIMON SIMPLE CRAFT & TOY CO. SEE Simon Simple Craft & Toy Co.

SIMON, IDA & ETHEL SIMON t.a. SIMON SIMPLE CRAFT & TOY CO. SEE Simon Simple Craft & Toy Co.

SIMON & SCHUSTER, INC. ©

Dearborn-Johnston reading kit, an indispensable tool for reading improvement. 828. \$4.95. Label. © Simon & Schuster, Inc. & Artists & Writers Guild, Inc.; 5Apr55; KK106773.

The golden treasury of hymns. 8 records. Record chest. Label. Appl. author: Eloise Wilkin. © 1Mar55; KK105778.

SIMON SIMPLE CRAFT & TOY CO.

Simon Simple embroidery frame up. Craft kit. Label. © Ethel Simon & Ida Simon t.a. Simon Simple Craft & Toy Co.; 21Mar55; KK106547.

SIMONIZ CO. ©

Don't risk road ravage when autumn puts your car in the dust-pan. Simoniz car wax. (In Life, Oct. 5, 1953, p.18) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Oct53; KK104329.

Don't risk road ravage when hot sun puts your car in the oven. Simoniz car wax. (In Life, May 25, 1953, p.158) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25May53; KK104330.

Get your share of this \$10,000.00. It's easy with Simoniz. Car wax. (In Life, May 4, 1953, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 4May53; KK107145.

How to give furniture a 3-months shine and heal scratches, too. [Hand with bottle, wiped table surface, small boy with overturned glass of milk] HiLite, furniture polish, by Simoniz. (In Everywoman's, Sept. 1953, p.62) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Aug53; KK104842.

How to give furniture a 3-months shine and heal scratches, too. [Woman with bottle, wiped table surface, small girl looking at overturned cereal bowl] New HiLite, furniture polish, by Simoniz. (In Everywoman's, Oct. 1953, p.113) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 24Sep53; KK104841.

SIMS, EARL F. ©

Here's that brand new FloraLoop for florist, homemaker and gardener. Plant stand and holder. Folder. © 2May55; KK106744.

SIMS, JOHN W.

Bottled in bond ... Bourbon Bred, straight bourbon whiskey. Label. © John Woodson Sims; 1Dec54; KK104359.

SINGER MANUFACTURING CO. ©

Automatically yours. Here's high speed lockstitch equipment ... 251 class Singer sewing machines. Form no.DM-3. Post card. © 24Feb55; KK104771.

Choose from the finest: Singer 31-15, lockstitch sewing machine; new Singer class 251, single needle lockstitch ... (In Made to measure, spring & summer 1955, p.15) © 1Jan55; KK104775.

Fast, dependable, long wearing, Singer sewing machines: 175 class for button sewing, 176 class for fur sewing, 114 class for marking-tag sewing. (In The National cleaner & dyer, Apr. 1954, p.261) © 1Apr54; KK103918.

For quicker, stronger closing of filled bags or sacks. Singer 146 class sewing machines. Form 1005 MT(355). Folder. © 30Mar55; KK105590.

For the carpet and rug industries. Singer 32-64 machine and Singer 81-60 machine. Form 1014 MT (355) Sewing machines. Folder. © 18Apr55; KK106302.

For the top efficiency, a modern sewing room must have new Singer 251 class ... lockstitch machines. (In Women's wear daily, Oct. 22, 1953, p.13) © 22Oct53; KK103340.

For the tops in tops, look inside. Insert tables. Form no.DM-7 (455) Sewing machines. Mail folder. © 18Apr55; KK107026.

For the tops in tops look inside. Insert tables. Singer sewing machines. Form no. DM-4 (455) Mail folder. © 18Apr55; KK106407.

Here's real economy in stitching medium and heavy fabrics. Singer 111w class sewing machines. Form 1191MT (1152) Folder. © 15Dec52; KK103512.

Manufacturers prefer the time-tested Singer 16-188 single needle lockstitch sewing machine. Form 1006MT(255) Sheet. © 16Feb55; KK104782.

Meet the Singer sewing machine contest winners in their prize-winning dresses. (In American girl, Jan. 1955, p.28-29) © 25Dec54; KK103672.

New-model Singer combination sewing and cutting table. (In Forecast for home economists, Feb. 1955, p.8) © 17Jan55; KK105276.

The new Singer 600wl Rockette, the talk of the industry. Form nos. SE-1; SE-1A. Sewing machine. 2 folders. © 25Jan55; KK103513; 103514.

The new Singer 251-2 is the finest lockstitch machine I've ever seen. Cy Ledgin. West Milford Sports-wear, Inc. Sewing machines. (In Southern garment manufacturer, Mar. 21, 1955, p.2) © 21Mar55; KK106955.

The new Swing-Needle Singer automatic does 101 stitch variations as simply as it sews a straight seam. (In Life, Feb. 7, 1955, p.132) © 5Feb55; KK105137.

Now, Singer gives you insert-type or regular tables with genuine Formica tops. Sewing machines. (In Apparel manufacturer, Apr. 1955, p.5) © 1Apr55; KK106951.

One of the fastest, lightest-running sewing machines ever built, Singer 600wl Rockette. Form no.DM-1. Folder. © 25Jan55; KK103511.

Only Singer series 52 and 53 transmitters give you all these money saving features. Sewing machines. (In Lingerie merchandising, Feb. 1955, p.59) © 1Feb55; KK106952.

Our operators prefer the new Singer 251's to any others in our shop, David Silvers. (In Southern garment manufacturer, Oct. 20, 1954, cover) © 20Oct54; KK104548.

Safeguard your operators. Singer finger guards. Form 1002MT (255) Sewing machines. Folder. © 30Mar55; KK105591.

See how new Singer transmitters save you money. Send in the coupon. Form no.DM-5A. Sewing machines. Mail folder. © 28Feb55; KK104769.

See how new Singer transmitters save you money. Tell us how we can help you. Form no.DM-5. Sewing machines. Mail folder. © 8Feb55; KK104772.

Singer class 17 sewing machines for stitching leather. Form 1198MT (355) Sheet. © 3Mar55; KK104770.

Singer class 71 sewing machines; ordering information for dual and twin installations. Form no.1000MT(155) Sheet. © 15Jan55; KK103339.

Singer class 78 lockstitch machines. Form no.1114 MT Rev. 555. Sewing machines. Sheet. © 10May55; KK106953.

Singer class 231 sewing machines, two thread chain stitch. Form 1003MT(255) Pamphlet. © 5Mar55; KK104781.

Singer class 251 high speed single-needle lockstitch sewing machine. Form no.SE-3. Card. © 25Feb55; KK104773.

Singer 47KSv11 lockstitch sewing machine. Form 3343MT(255) Sheet. © 18Feb55; KK104776.

Singer machines and equipment give you increased production at lower cost. Men's work shirts and work pants. Form 1053MT(255) Leaflet. © 8Feb55; KK103985.

Singer machines 42-4 and 42-5, single needle, lockstitch for medium weight leather and heavy fabrics. Form 1098 MT Rev. 555. Sewing machines. Sheet. © 10May55; KK106954.

Singer sewing machines for all types of leather and fabric belts. (In Annual trade directory of the belt industry, fall 1954 - spring 1955, p.51) © 1Sep54; KK104777.

The Singer 242-2 machine for high quality hosiery seaming. Form 1004 MT (455) Sewing machines. Sheet. © 18Apr55; KK106301.

Singer 242SV2 machine ... Form 3347 MT (455) Sewing machines. Sheet. © 25Apr55; KK106300.

Singer 246-12, high-speed over-edging sewing machine. Form 3342MT(155) Sheet. © 26Jan55; KK103673.

A Singer 246-15 with high presser foot lift can do all these tufted textile overedging operations. Sewing machines. (In TTMA directory, annual 1955, p.127) © 1Jan55; KK104774.

Singer work truck, front table extensions for the shoe industry. Serial 195534. Form no.3345MT (255) Sewing machines. Sheet. © 18Feb55 (in notice: 1954); KK104546.

Tell your girls now about the 1955 Singer junior dressmaking contests. Sewing machines. (In Modern miss, Summer, 1955, p.4) © 15Mar55; KK105418.

There's a high-speed Singer class 246 machine for every overedging operation. Form 1013 MT (455) Sewing machines. Folder. © 25Apr55; KK106303.

12 X 251 equalled the lowest maintenance he could find. Mar-Elaine Dress & Novelty Co. J. A. Scrudato. Singer sewing machines. (In Western apparel industry, Aug. 1954, p.9) © 1Aug54; KK104778.

Two-needle, four-thread, dual stitch machine, the Singer 246-20 for high-speed overedging production. Form 1008 MT (455) Sewing machines. Sheet. © 25Apr55; KK106304.

We have found the 251 to be more versatile and worthy of the investment. Stone Manufacturing Co. (In Women's wear daily, Dec. 14, 1954, p.19) © 14Dec54; KK103341.

We would certainly recommend the new Singer 251's to anyone who wants a fast, dependable lockstitch machine. Jack Nachman, Swirl, Inc. (In Women's wear daily, Nov. 23, 1954, p.25) © 23Nov54; KK103342.

You designed it to sew everything from simple cottons to synthetics. Singer 600wl Rockette. (In Southern garment manufacturer, Jan. 20, 1955, cover) © 20Jan55; KK104547.

You won't need this anymore. 251 class machines. Form no.DM-6 (455) Sewing machines. Mail folder. © 18Apr55; KK107027.

SKEENS, DONALD V. © Jan's Cornstiks, brown and serve. Net weight 7 1/2 ozs. Label. © 1Apr55; KK105465.

SLOAN-ASHLAND DIVISION. © Now you can afford the finest ... Round Bobbin, electric sewing machine. Sheet. © 10Apr55; KK107971.

This valuable gift is yours. Florence, by Prolon. Dinnerware. Sheet. © 15Mar55; KK107970.

SLOANE, W. & J. © Custom upholstery, specially priced for a limited time only. It's cool, comfortable and so practical, too, Sloane's 6-piece lawn set ... (In The New York times, June 12, 1955, p.94) © 12Jun55; KK107849.

Decorative salad bowls; Sloane's introduces Espana ... created by Dorothy Draper. Plates & furniture. (In New York herald tribune, Apr. 3, 1955, p.55) © 3Apr55; KK105979.

Exclusive monogrammed barware and another Sloane exclusive 5-pc. dinette ... Glasses & furniture. (In The New York times, Mar. 20, 1955, p.95) © 20Mar55; KK105799.

The perfect outdoor group in black iron; Sloane's special purchase, all mahogany tables ... Summer furniture & tables. (In The New York times, May 22, 1955, p.94) © 22May55; KK107288.

Sale, custom-made slipcovers, Ironstone, by Red-Cliff and knotty pine, by Habitat. Slipcovers, china, & furniture. (In The New York times, Apr. 10, 1955, p.90) © 10Apr55; KK105857.

Sale, foam rubber sofas and chairs. (In The New York times, Apr. 17, 1955, p.81) © 17Apr55; KK106434.

Sale of custom-made slipcovers and fabrics by the yard; Sloane's introduces the new Circa '60, by Heritage-Henredon. Slipcovers & furniture. (In The New York times, May 15, 1955, p.94) © 15May55; KK106877.

Sale of Sloane's sofa sleepers; relax in modern comfort. Sofa beds, sofas & chairs. (In The New York times, Apr. 17, 1955, p.117) © 17Apr55; KK106435.

Sale, save 7.00 to 20.00 a pair on ready-made traverse draperies and East Indies rattan furniture. (In New York herald tribune, Apr. 17, 1955, p.59) © 17Apr55; KK105924.

SLOANE, W. & J. © Cont'd.

A Sloane special. Modern occasional chairs and Raleigh solid maple bedroom furniture. (In The New York Times, Mar. 27, 1955, p.69) © 27Mar55; KK105798.

Sloane's features moderately priced French Provincial from 21.95 to 195.00; modern foam rubber upholstery, specially priced and exclusive, too. (In The New York Times, June 5, 1955, p.115) © 5Jun55; KK107690.

Solid cherry in the new sunny finish. Bedroom furniture. (In The New York Times, Apr. 3, 1955, p.75) © 3Apr55; KK105681.

SMICO PRODUCTS. ©

S-14, automatic toilet bowl cleaner. 50¢. 3 weeks supply. 3 cakes. Appl. author: Harvey A. Smith. © 10Sep54; KK103483.

SMITH, ARTHUR d.b.a. SMITH'S ENTERPRISES. SEE Smith's Enterprises.

SMITH, EDWARD J.

Home Pix productions. SEE Geden, Paul J.

SMITH, M. E., SR.

Recipe-Remedies. Pre-gummed 3X5 cards to accommodate recipes. Approximately 100 cards. Label. © Marvin E. Smith, Sr.; 15Mar55; KK105392.

SMITH'S ENTERPRISES.

Direction for use. Every night before retiring apply Ru-Itis ... Label. © Arthur Smith d.b.a. Smith's Enterprises; 17Jun55; KK108118.

SMOKER FARM ELEVATORS, INC. ©

Kiddy carousel. Power-driven children's merry-go-round. Label. Appl. author: Isaac Z. Smoker. © 29Apr55; KK106452.

SOHIO. ©

All this and immediate improvement, too, with the world's first Boron gasoline. Sohio Boron Supreme. (In Cleveland plain dealer, Feb. 22, 1955, p.12) Appl. author: Richard E. Fry. © 22Feb55; KK104352.

Boron gives driving a new feel. Gasoline. (In Cleveland plain dealer, Apr. 26, 1955, p.12) Appl. author: Richard E. Fry. © 26Apr55; KK106258.

Boron is better for engines. Sohio Boron Supreme gasoline. Appl. author: Richard E. Fry. © 7Jun55; KK107561.

Glass-topped engine shows why Boron gives immediate improvement. Sohio Boron Supreme gasoline. (In The Cleveland press, Mar. 21, 1955, p.32) Appl. author: Richard E. Fry. © 21Mar55; KK105097.

How the world's first Boron gasoline improves engine condition. Sohio Boron Supreme. Appl. author: Richard E. Fry. © 9May55; KK106524.

In 4 months, Ohioans have driven more than a billion miles on Boron gasoline. Appl. author: Richard E. Fry. © 25Jan55; KK103620.

Now, two billion miles on Boron gasoline. (In The Cleveland press, Apr. 11, 1955, p.33) Appl. author: Richard E. Fry. © 11Apr55; KK105755.

Sohio Boron. Drivers all over Ohio report they get a surprising improvement in pick-up with Boron gasoline. Appl. author: Richard E. Fry. © 25May55; KK107210.

There is a difference in gasoline and this is it. Before Boron, gasoline wasted its energy. Sohio Boron Supreme. Appl. author: Richard E. Fry. © 7Feb55; KK103988.

There is a difference in gasoline and this is it. Three out of four drivers ... Sohio Boron Supreme. Appl. author: Richard E. Fry. © 8Mar55; KK104664.

What is Boron? A great new motor fuel discovery by Sohio. (In Cleveland plain dealer, Jan. 18, 1955, p.12) Appl. author: Richard E. Fry. © 18Jan55; KK103404.

What kind of a difference will you notice when you try the world's first Boron gasoline? (In The Cleveland press, Dec. 13, 1954, p.8) Appl. author: Richard E. Fry. © 13Dec54; KK103098.

SOLO PRODUCTS CORP. ©

Mother Goose book of nursery rhyme barrettes, with 10 matching character barrettes. Hair barrettes. Pamphlet. Appl. author: Jesse Solomon. © 15Nov54; KK106558.

SOLVIT CHEMICAL CO., INC. ©

Kelly's See-In rodent cafeteria. Form 11953-5M. Rodent bait box. Sheet. Appl. author: Lewis B. Kelly. © 19Jan53; KK103621.

Kelly's senior rat cafeteria. Rodent feeding and drinking station. Folder. Appl. author: Lewis B. Kelly. © Solvit Chemical Co., Inc. and/or Solvit; 5Jan53; KK104336.

Solvit, all-purpose cleaner. Folder. Appl. author: Lewis B. Kelly. © 1Mar55; KK104922.

SOPHIE MAE CANDY CORP. ©

Sophie Mae black walnut brittle. Half pound net. Label. Appl. author: Vincent Lazaras. © 25Jan55; KK103617.

SORRELL, BARRETT A. d.b.a. JOY MANUFACTURING CO. SEE Joy Manufacturing Co.

SOUTH BEND LATHE WORKS. ©

New Light Ten self-contained motor drive precision floor lathes models A, B, & C. Bulletin 5452. Sheet. © 3Dec54 (in notice: 1955); KK103251.

1 for all. Bulletin 5501. Collets for lathes. Folder. © 24Dec54 (in notice: 1955); KK103252.

South Bend Lathe spring special bargain counter. Bulletin 5507. Mail folder. © 4Apr55; KK105845.

South Bend machine tools. Bulletin 5504. Folder. © 27Apr55; KK106686.

South Bend precision 13" lathes for accurate, low-cost machining. Bulletin 5505. Mail folder. © 27Apr55; KK106685.

South Bend precision turret lathes. Bulletin 5502. Folder. © 2Feb55; KK104030.

South Bend 16" swing and 16-24" swing precision lathes. Capacity for big jobs. Bulletin 5436X. Folder. © 10Jan55; KK103626.

South Bend 10-inch lathes for better profits. Bulletin 5503. Mail folder. © 18Mar55; KK105180.

South Bend 10" precision lathes. Catalog 5438. 6 p. © 10Jan55; KK103628.

South Bend turret lathes. Catalog 5439. 6 p. © 10Jan55; KK103627.

SOUTHERN CHEMICAL PRODUCTS CO. ©

Quik, all purpose cleaner. Label. Appl. author: George O. Haskell, Jr. © 1Nov54; KK103255.

Quik, all purpose cleaner. Sheet. Appl. author: George O. Haskell, Jr. © 1Nov54; KK103254.

SOUTHERN GRAVURE SERVICE, INC.

Today's gravure cylinder service. Pamphlet. Appl. author: Staples Advertising Inc. © Southern Gravure Service, Inc., Robert MacKay, president; 9Dec54; KK103230.

SOUTHERN SCREW CO. ©

EZ to C label. Round head stove bolts. 100. Appl. author: Ayer & Gillett, Inc., Advertising. © 30Dec54; KK105500.

Southern. Label. Appl. author: Ayer & Gillett, Inc., Advertising. © 31May55; KK107720.

SOUTHERN SUPPLY CO. ©

Hang Me Up chart. Daltex quality high carbon plow steel tractor sweeps. Appl. author: Alan C. Johnston. © 1Feb55; KK104562.

Hang me up chart. Here is your 1955 Genuine Herschel mower cutting parts chart. Mail folder. Appl. author: Alan C. Johnston. © 12Apr55; KK108025.

SOUTHERN YELLOW PINE. ©

Don't get a penny so close to the eye, you can't see a dollar. Lumber. (In The Dallas morning news, Apr. 24, 1955, pt.7, p.5) Appl. author: Erle Racey & Associates. © 24Apr55; KK106339.

Grips nails for keeps. Lumber. (In The Dallas morning news, Jan. 16, 1955, pt.15, p.6) Appl. author: Erle Racey & Associates. © 16Jan55; KK103461.

SPIB grade marked Southern Yellow Pine. Selected by House Beautiful for the 1955 pace setter. Lumber. (In The Dallas morning news, Feb. 13, 1955, pt.7, p.6) Appl. author: Erle Racey & Associates. © 13Feb55; KK104280.

Strong, dry lumber does make a difference. (In Dallas times herald, May 15, 1955, section 4, p.3) Appl. author: Erle Racey & Associates. © 15May55; KK107244.

SOUTHWEST MOTOR CLUB. ©

Open this door to individual and civic usefulness. Automotive travel service. Folder. Appl. author: Paul W. Curtis. © 15Dec53; KK103049.

SOUTHWEST ROCKS & MINERALS.

Native minerals from the Southwest. Label. © Andy Scott & Mary Scott d.b.a. Southwest Rocks & Minerals; 24Feb55; KK106650.

SOUTHWESTERN STAMP WORKS. ©

Modern decals and badges. Sheet. © 10Nov54; KK103096.

SPATTIS STORM WINDOW CO. ©

Life can be beautiful. Lincoln storm windows & screens. Folder. © 19Apr55; KK107472.

SPALDING (A. G.) & BROS., INC.

Tinkertoy Grad. 215 pieces. Toys. Label. Appl. author: John H. Wright. © Toy Tinkers Division, A. G. Spalding & Bros., Inc.; 1Mar55; KK105480.

Tinkertoy Junior. Toys. Label. Appl. author: John H. Wright. © Toy Tinkers Division, A. G. Spalding & Bros., Inc.; 1Mar55; KK105484.

- Tinkertoy Major.** 149 pieces. Toys. Label. Appl. author: John H. Wright. © Toy Tinkers Division, A. G. Spalding & Bros., Inc.; 1Mar55; KK105481.
- Tinkertoy Prep.** 78 pieces. Toys. Label. Appl. author: John H. Wright. © Toy Tinkers Division, A. G. Spalding & Bros., Inc.; 1Mar55; KK105483.
- Tinkertoy Teck.** 113 pieces. Toys. Label. Appl. author: John H. Wright. © Toy Tinkers Division, A. G. Spalding & Bros., Inc.; 1Mar55; KK105482.
- SPAN-O-LIFE CORP. ©**
Commercial Span-O-Life battery guarantee. Label. Appl. authors: Robert V. Abshire & others. © 21Sep54; KK105281.
- Span-O-life battery passenger automobile guarantee.** Card. Appl. author: Robert V. Abshire & others. © 21Sep54; KK105172.
- SPARBER, MAX H. ©**
Bunnykit, toilet kit holder. Sheet. © 18Dec54; KK103448.
- Kittykit, toilet kit holder.** Sheet. © 18Dec54; KK103446.
- Piggykit, toilet kit holder.** Sheet. © 18Dec54; KK103449.
- Puppykit, toilet kit holder.** Sheet. © 18Dec54; KK103447.
- SPAULDING BAKERIES, INC. ©**
Baked for people on the go. Every day is a working day for the housewife. Spaulding Table Queen bread. (In News-dispatch, Shamokin, Pa., Apr. 7, 1955, p.14) Appl. author: Everett H. Woodward. © 7Apr55; KK106610.
- Baked for people on the go. From morning 'til night, that man of yours is always on the go. Spaulding Table Queen bread ... (In The Leader, Corning, N. Y., Apr. 7, 1955, p.18) Appl. author: Everett H. Woodward. © 7Apr55; KK106611.
- Baked for people on the go. Inside, outside, all around the town. Spaulding Table Queen bread is baked ... (In The Leader, Corning, N. Y., Mar. 24, 1955, p.18) Appl. author: Everett H. Woodward. © 24Mar55; KK106608.
- Baked for people on the go. On errands, at play, scooting around, youngsters burn up lots of energy. Spaulding Table Queen enriched bread. (In News-dispatch, Shamokin, Pa., Mar. 22, 1955, p.9) Appl. author: Everett H. Woodward. © 22Mar55; KK106606.
- Baked for people on the go. School days are on-the-go days. Spaulding Table Queen bread ... (In The Leader, Corning, N. Y., Apr. 21, 1955, p.16) Appl. author: Everett H. Woodward. © 21Apr55; KK106612.
- Baked for people on the go. There's always plenty to keep your man on the go. Spaulding Table Queen bread. (In News-dispatch, Shamokin, Pa., Mar. 24, 1955, p.7) Appl. author: Everett H. Woodward. © 24Mar55; KK106607.
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- SPECIALIZED BUSINESS SERVICES.**
It pays to follow up. Chevrolet cars. Advertising brochure.
- © Mario Pastrone d.b.a. Specialized Business Services; 15Mar55; KK106218.
- Yes, it's another one from —. (Chevrolet cars) Temporary advertising plate to be used in lieu of licenses on new automobiles. Card. © Mario Pastrone d.b.a. Specialized Business Services; 9Apr55; KK106217.
- SPECIALTY ADVERTISING SERVICE, INC. ©**
Mead's fine enriched bread is Infra Seald. Tag. Appl. author: Robert L. Weil. © 27Jan55; KK104417.
- SPENCER RUBBER PRODUCTS CO. ©**
How to specify and buy the new patented Moorhead roll-lock grommets. Folder. © 17Jan55 (in notice: 1954); KK103471.
- SPIRT & CO., INC. ©**
Lipinize the psoriatic. Lipan capsules. Mail folder. Appl. author: H. I. Hoffman. © 15May55; KK107080.
- SPRAGUE, ARTHUR J. ©**
A Crack Pot's? midnight idea may be worth millions. Furniture. (In St. Louis post-dispatch, Mar. 6, 1955, p.16A) © 6Mar55; KK104880.
- SQUIBB, WILLIAM P. ©**
Greetings, the forty-first year of our calendar. Godfrey printers rollers. © 13Dec54; KK103440.
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Naturally Squirt sells 2 ways. Non-alcoholic beverages. (In The American bottler, Nov. 1954, p.123) © 5Nov54; KK104708.
- Special holiday promotions. Spirited promotions sells Squirt 2 ways. Non-alcoholic beverages. (In The American bottler, Dec. 1954, p.17) © 10Dec54; KK105652.
- Squirt mixes the best drink in the house, says Irish Langan. Non-alcoholic beverage. (In Patterson's California beverage gazetteer, Oct. 1954, p.57) © 30Sep54; KK104710.
- Squirt snowball promotion. Non-alcoholic beverages. (In The American bottler, Apr. 1955, p.97) © 5Apr55; KK107444.
- Squirt starts another year of brilliant bottler support. Non-alcoholic beverages. (In The American bottler, Feb. 1955, p.99) © 3Feb55; KK105651.
- Tangalize your highballs, mix 'em right, mix with Squirt ... Non-alcoholic beverages. (In The Metropolitan beverage journal, Mar. 1955, p.4) © 4Mar55; KK107445.
- Tangalize your holiday drinks ... Squirt, the tangalized highball mix. Non-alcoholic beverage. (In Patterson's California beverage gazetteer, Dec. 1954, p.62-B) © 1Dec54; KK104709.
- STANDARD BRANDS, INC. ©**
Tender Leaf brand orange pekoe and pekoe black tea. Net wt. 1/2 lb. Label. © 1Jul54; KK103228.
- Tender Leaf brand orange pekoe and pekoe cut black tea. 48 tea bags. Net weight 3 3/4 ozs. Label. © 1Jul54; KK103227.
- STANDARD EQUIPMENT LISTINGS. ©**
Standard Equipment Listings. The photographers market place. Sheet. Appl. author: David H. Kaplan. © 15Nov54; KK103675.
- STANDARD NOVELTY & LAMP CO. ©**
Outdoor lighting, by Stnola lamps, make your lawn and garden glow. Bulletin no.109. Folder. © 1Mar55; KK105781.
- STANDARD SCIENTIFIC SUPPLY CORP. ©**
Now, for the first time, blood pipettes ... Standard Yellow-Backed-Corrected blood pipettes. Laboratory testing apparatus. Sheet. Appl. author: William Lebowitz. © 15Dec54; KK103596.
- STANDARD TOYKRAFT PRODUCTS, INC. ©**
Tom Sawyer paint set, designed by Prichett & Plevin Studios. No. 728. Label. © 15Apr55; KK107045.
- Tom Sawyer slate outfit, designed by H. Prichett. No.5523. Label. © 15Apr55; KK107044.
- STANLEY, HENRY H. ©**
Formula A relieves and clears up many asthmatic cases. Asthma. Contains 8 fluid oz. Medicine. Label. © 11Jan55; KK104131.
- Formula B aids in the softening and dissolving of arthritic. Contains 8 fluid oz. Medicine. Label. © 11Jan55; KK104130.
- STANLEY HOME PRODUCTS, INC. ©**
Creme Rinse. Stanhome. Hair rinse. 8 fl. oz. Label. © 10Dec54; KK103113.
- How to have lovelier hair. Stanhome. Products for the care of the hair. Folder. © 27May55; KK107926.
- Liquid metal polish. Stanhome. Contents 12 fl. oz. Label. © 1Nov54; KK103112.
- Only your friendly Stanley dealer brings into your home this helpful 7 point service. Stanhome. Household cleaning products & personal grooming aids. (In Good housekeeping, Feb. 1955, p.147) © 24Jan55; KK103724.
- Shampoo for hard and soft water. Stanhome. 12 fl. oz. Label. © 30Oct54; KK103111.
- Stanhome, a Stanley Home Product, E-Z cleaner. Net weight 1 lb. 4 oz. Label. © 15Mar55; KK106312.
- Stanley E-Z waxer. Stanhome. Label. © 1Feb55; KK107345.
- Stanley Home caulk. Stanhome. Carton. Label. © 19May55; KK107203.
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- This familiar Stanley pin stands for a wonderfully helpful home-shopping service brought you only by your friendly Stanley dealer. Stanhome. (In Good housekeeping, Apr. 1955, p.259) © 17Mar55; KK105059.
- STAR BRUSH MANUFACTURING CO., INC. ©**
Star Brush do it yourself selection chart. Appl. author: Lawrence R. Schumann. © 1Apr55; KK105801.
- STAR MARKET CO. ©**
Brookline Star Market shopping list. Retail foods. Folder. © 8Jan55; KK104512.
- Newtonville Star Market shopping list. Retail foods. Folder. © 23Mar55; KK105303.
- Unit price card. Retail foods. © 2May55; KK106518.
- STAR TITLE STRIP CO., INC. ©**
Pic-Strips. Title strips. Phonograph records. Sheet. Appl. author: Dal E. Haun. © 18Jan55; KK103958.

STARK CERAMICS, INC. ©

Starky says, mail now. Structural glazed tile. Post card. Appl. author: Paul W. Kraus. © 2May55; KK106848.

STAYTON CANNING CO. COOPERATIVE. ©

Santiam brand cut ... stringless green beans. Contents 15 1/2 oz. Label. Appl. author: Ridgway Lithograph Co. © 14Jul54; KK104557.

STEELCASE, INC. ©

Steelcase convertibles. Office furniture. Folder. © 31Mar55; KK105568.

STEIDL, M. T. ©

Eye-Eze Glareshield. Label. © 14Feb55; KK106742.

STEPPING TONES. ©

Order form. All Stepping Tones records made of the finest break-resistant plastic. Dance instruction records. Sheet. Appl. author: Elliott Vanden Bogert. © 15Dec54; KK102878.

STERLING CARPET & FURNITURE CLEANERS.

2-pc. set cleaned in home. (In Advertiser, Apr. 28, 1955) © Nicholas Bucksten d.b.a. Sterling Carpet & Furniture Cleaners; 28Apr55; KK107913.

STERLING RUBBER PRODUCTS CO. ©

Sterling, quality rubber products for over 25 years. (In The Cincinnati purchaser, Mar. 1955, p.43) Appl. author: William P. Yarger. © 31Mar55; KK106388.

STERN BROS. ©

Amelia Earhart, like Stern's, really sells only satisfaction. Luggage. (In The New York times, Dec. 10, 1954, p.11) © 10Dec54; KK102846.

Arrow, like Stern's, really sells only satisfaction. The Golden Arrow shirt ... (In The New York times, Dec. 21, 1954, p.6) © 21Dec54; KK102851.

Atlantic, like Stern's, really sells only satisfaction. Car-Sacs; convertible cloth luggage. (In The New York herald tribune, Dec. 16, 1954, p.6) © 16Dec54; KK102856.

Hanes, like Stern's, really sells only satisfaction. This fabulous seamless hosiery ... (In The New York times, Dec. 17, 1954, p.8) © 17Dec54; KK102849.

Hansen gloves, like Stern's, really sells only satisfaction. (In The New York herald tribune, Dec. 17, 1954, p.4) © 17Dec54; KK102857.

Interwoven, like Stern's, really sells only satisfaction ... These fine argyle hose ... (In The New York herald tribune, Dec. 10, 1954, p.4) © 10Dec54; KK102854.

Karastan, like Stern's, really sells only satisfaction. Their luxurious rugs ... (In The New York herald tribune, Dec. 20, 1954, p.5) © 20Dec54; KK102858.

Lee hats, like Stern's, really sells only satisfaction. Their handsome Double-brim model ... (In The New York times, Dec. 16, 1954, p.10) © 16Dec54; KK102848.

McGregor, like Stern's, really sells only satisfaction. The McGregor nylon anti-freeze jacket ... (In The New York herald tribune, Dec. 14, 1954, p.5) © 14Dec54; KK102855.

Parker, like Stern's, really sells only satisfaction. Their fine 51 Jotter ball point pen ... (In The New York times, Dec. 22, 1954, p.7) © 22Dec54; KK102852.

Towle, like Stern's, really sells only satisfaction. Their fine French Provincial silver pattern ... (In The New York times, Dec. 14, 1954, p.8) © 14Dec54; KK102847.

Trifari, like Stern's, really sells only satisfaction. Their Radiance gem-set has exquisite styling. (In The New York herald tribune, Dec. 21, 1954, p.5) © 21Dec54; KK102859.

Wise robes, like Stern's, really sells only satisfaction. Their handsome robes ... of luxury vicara blend. (In The New York times, Dec. 20, 1954, p.9) © 20Dec54; KK102850.

You can't buy goods from an empty wagon and Stern's doesn't want you to try. General merchandise. (In The New York herald tribune, Dec. 19, 1954, p.10) © 19Dec54; KK102845.

You can't buy goods from an empty wagon and Stern's doesn't want you to try. General merchandise. (In The New York times, Dec. 19, 1954, p.8) © 19Dec54; KK102853.

STEVEN MANUFACTURING CO. ©

Pixie gyroscope top. Label. Appl. author: Roscoe Zemelman. © 2Jan55; KK103035.

STEWART-WARNER CORP. ©

More fun wherever you go. Stewart-Warner Capri, portable radio. Appl. author: W. H. Schulze. © 18May53; KK104802.

STEYERMARK, GEORGE T., LOUISE SWEENEY & LEON J. PONCET DE SANDON composing the firm MAISON DE NAVARRE & CO. SEE Maison de Navarre & Co.

STIRMAN, FRANCES & MORRIS STIRMAN, sole owners, CALVERT LIQUOR SHOP. SEE Calvert Liquor Shop.

STIRMAN, MORRIS & FRANCES STIRMAN, sole owners, CALVERT LIQUOR SHOP. SEE Calvert Liquor Shop.

STOFFEL SEALS CORP. ©

New, a self-locking seal for the kosher meat industry ... Stoffel Fold-Lok wire seal. Folder. Appl. author: John B. Betti. © 10Jan55; KK103121.

Your brand name at the point-of-sale commands consumer attention and better price. Stoffel poultry seal-tags. Mail folder. Appl. author: John B. Betti. © 1Jun55; KK107527.

STOKES CANNING CO. ©

Stokes beef with barbecue sauce. Contents 12 oz. avoird. Label. © 8Feb55; KK107289.

Stokes chile con carne - no beans. Contents 15 ozs. avoird. Label. © 16Dec54; KK107291.

Stokes great northern white beans. Contents 15 1/2 ozs. avoird. Label. © 26May55; KK107292.

Stokes lima beans 'n ham in sauce. Contents 15 1/2 avoird. Label. © 3Jan55; KK107290.

STONE, N. G., MELVIN J. GORDON & S. Z. GORDON forming the partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

STRAUS (NATHAN)-DUPARQUET, INC. ©

Merchandise news. Kitchen & restaurant equipment. Folder. Apr. 1955. © 26Apr55; KK106206.

STREET (R. R.) & CO., INC. ©

After using conductivity control ... Glen G. Sparks wrote: our wet cleans were the lowest ever.

ACCU-216A. Dry cleaning soap. (In American drycleaner, Nov. 1954) Appl. author: Paul V. Warren. © 1Nov54; KK104447.

Conductivity control. After months of experience ... Mr. Bert Owen states ... ACCU-C188. Dry cleaning soap. (In Laundry & dry cleaning journal of Canada, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102895.

Conductivity control. After using two ... units since October of 1953, Mr. Andy Andersen states ... ACCU-C190. Dry cleaning soap. (In Cleaning & laundry news, Sept. 1954) Appl. author: Paul V. Warren. © 1Sep54; KK104452.

Conductivity control. Mr. Zakarian states ... ACCU-C161. Dry cleaning soap. (In Cleaning & laundry world, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK102891.

Conductivity control. Read this important message from Messrs. Beasley and Branch ... ACCU-C205. Dry cleaning soap. (In Laundryman's cleaners guide, Sept. 1954) Appl. author: Paul V. Warren. © 1Sep54; KK104449.

Conductivity control. With 6 months of experience ... Mr. F. R. Butler states ... ACCU-C210. Dry cleaning soap. (In Pacific laundry & cleaning journal, Oct. 1954) Appl. author: Paul V. Warren. © 10Oct54; KK104448.

Conductivity control maintains a fixed water balance in the 4 % solution which is not affected by the fabrics. Les Grady states ... 886B-164. Dry cleaning soap. (In The Guide, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102892.

Conductivity control maintains a fixed water balance in the 4 % solution which is not affected by the fabrics. Mr. Leonhard states ... 886B-187. Dry cleaning soap. (In Laundryman's cleaners guide, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104461.

Conductivity control maintains a fixed water balance in the 4 % solution which is not affected by the fabrics. Norman Dixon states ... 886B-160. Dry cleaning soap. (In Laundry & dry cleaning journal of Canada, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK102890.

Conductivity control maintains a fixed water balance in the 4 % solution which is not affected by the fabrics. Peter Savadsky states ... 886B-184. Dry cleaning soap. (In Cleaning & laundry world, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102897.

Conductivity control pays big in this extractor-rinse plant. Joe Vandegriff [writes] ... cleaning cost has decreased. ACCU-F177A. Dry cleaning soap. (In American drycleaner, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104459.

Conductivity control pays big in this extractor-rinse plant. May I add my praises ... [writes] Andrew G. Havelas. S886-165A. Dry cleaning soap. (In The American drycleaner, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK102900.

Conductivity control pays big in this extractor-rinse plant. The greatest invention [writes] Fred B. Davis. ACCU-F178A. Dry clean-

- ing soap. (In American drycleaner, Sept. 1954) Appl. author: Paul V. Warren. © 1Sep54; KK104453.
- Conductivity control process. After 3 months ... Mr. R. J. Halferty states ... ACCU-E172A. Dry cleaning soap. (In Rocky Mountain recorder, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104457.
- Conductivity control process. Mr. Lyon states ... ACCU-E163A. Dry cleaning soap. (In American drycleaner, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK102893.
- Conductivity control process. Now, after five months use ... [writes] W. M. Parker. ACCU-E168A. Dry cleaning soap. (In American drycleaner, Sept. 1954) Appl. author: Paul V. Warren. © 1Sep54; KK104454.
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- Dual moisture control. Endorsed by Wayman T. Sowell. CC-H180. Dry cleaning soap. (In Pacific laundry & cleaning journal, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102898.
- Dual moisture control. I am overjoyed ... [writes] J. L. Hindman. CC-H186. Dry cleaning soap. (In Texas laundry & cleaning journal, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102899.
- Dual moisture control. Our quality of work has improved ... [states] Virgil I. Sparks. CC-H196. Dry cleaning soap. (In Pacific laundry & cleaner journal, Sept. 1954) Appl. author: Paul V. Warren. © 1Sep54; KK104451.
- Dual moisture control. The garments are fresher and cleaner ... [writes] Victor Resnick. CC-H167. Dry cleaning soap. (In National cleaner & dyer, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK104466.
- Dual moisture control. The results obtained are simply amazing. D. HoLem. CC-H199. Dry cleaning soap. (In Laundry & dry cleaning journal of Canada, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104464.
- Dual moisture control. We are amazed at the high quality of dry-cleaning that comes from the washer-extractor ... [writes] Burr W. Beard. CC-H197. Dry cleaning soap. (In National cleaner & dyer, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104463.
- Dual moisture control. We have reduced our wet-cleaning 75 % [writes] R. H. McKeon. CC-H194. Dry cleaning soap. (In Cleaning & laundry news, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104462.
- Dual moisture control. We would need at least two extra pressers ... [writes] H. A. Dixon. CC-H181. Dry cleaning soap. (In Pacific laundry & cleaning journal, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104460.
- Dual moisture control. With the conductivity control keeping the moisture content of the solvent constant ... [writes] Edwin F. Coombes. CCH211. Dry cleaning soap. (In Texas laundry & cleaning journal, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104465.
- Electronic controls provide uniform perspiration removal without wrinkling. After a year ... Mr. Bernstein reports ... CC-K183. Dry cleaning soap. (In National cleaner & dyer, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102896.
- Electronic controls provide uniform perspiration removal without wrinkling. Mr. H. D. Flutcher states ... CC-K182. Dry cleaning soap. (In Cleaning & laundry news, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK102894.
- Electronic controls provide uniform perspiration removal without wrinkling. Mr. K. I. Faulkner writes ... CCK-218. Dry cleaning soap. (In The National cleaner & dyer, Dec. 1954) Appl. author: Paul V. Warren. © 1Dec54; KK106029.
- An extremely important message ... Street's Extractor-Rinse. XR-217. Dry cleaning soap. (In National cleaner & dyer, Nov. 1954) Appl. author: Paul V. Warren. © 1Nov54; KK104446.
- Here are 66 additional reasons why your jobber is your plant's best friend. SJ-226 & SJ-227. Dry cleaning soap & equipment. Sheet. Appl. author: Paul V. Warren. © 20Apr55; KK106034.
- Latest report from the American's coast-to-coast ... This industrial revolution took place in 3 short years. ACCU-215. Dry cleaning soap. (In National cleaner & dyer, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104468.
- Make more profit with new equipment. XR-222. Dry cleaning soap. Mail folder. Appl. author: Paul V. Warren. © 25Jan55; KK106032.
- New school for distributors. Course of study in advanced cleaning-room techniques marks new era in dry-cleaning history. SJ-223. Dry cleaning soap & equipment. Sheet. Appl. author: Paul V. Warren. © 24Feb55; KK106035.
- The only scientific approach to the safe elimination of wet-cleaning. 2B-224. Dry cleaning soap. (In The Cleaning & laundry world, Apr. 1955) Appl. author: Paul V. Warren. © 1Apr55; KK106030.
- Perchlorethylene plant equipped for two-bath profits from Street's conductivity control. ACCU-D162A. Dry cleaning soap. (In American drycleaner, June 1954) Appl. author: Paul V. Warren. © 1Jun54; KK102889.
- Perchlorethylene plant equipped for two-bath profits from Street's conductivity control. My spotting has been reduced ... [writes] S. Wyman. ACCU-D175A. Dry cleaning soap. (In Laundry & cleaning age, July 1954) Appl. author: Paul V. Warren. © 1Jul54; KK104467.
- Perchlorethylene plant equipped for two-bath profits from Street's conductivity control. The reduction of wet cleans ... [writes] Earl L. Mustian. ACCU-D174A. Dry cleaning soap. (In Laundry & cleaning age, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104455.
- Research fellowship. ACCU-214. Dry cleaning soap. (In National cleaner & dyer, Aug. 1954) Appl. author: Paul V. Warren. © 1Aug54; KK104445.
- When you buy automatic equipment. XR-220. Dry cleaning soap. Sheet. Appl. author: Paul V. Warren. © 22Dec54 (in notice: 1955); KK106033.
- When you go to Florida, visit Howard T. Hutchens' dream plant. ECCU 221. Dry cleaning soap. (In The National cleaner & dyer, Jan. 1955) Appl. author: Paul V. Warren. © 3Jan55; KK106031.
- Your jobber is your plant's best friend. SJ-219. Dry cleaner supplies. Sheet. Appl. author: Paul V. Warren. © 28Nov54; KK106036.
- STROMBECK-BECKER MANUFACTURING CO. © Educational, entertaining, creative, Strombecker, Picture Makers. Children's toys. Label. Appl. author: John Fred Strombeck. © 19Apr55; KK106879.
- STUART, CHARLES. © Banshee, a word building game for two to four people. Label. © 12Jul54; KK102931.
- STUDEBAKER CORP. © Get a thrifty Studebaker truck and cut costs on every haul ... (In Time, Oct. 12, 1953, p.99) Appl. author: John Hayes Kelly. © 8Oct53; KK105917.
- STUDEBAKER-PACKARD CORP. © Action shots from road-test film ... The new Packard Torsion-Level ride automatically levels the load, smooths the road. (In Life, Feb. 21, 1955, p.102-103) © 17Feb55; KK108039.
- STURISKY, ABRAHAM & SEYMOUR FELD-MAN d.b.a. ALLISON'S CO. SEE Allison's Co.
- STYLE-FUSE CORP. © Manufacturers, designers, buyers ... Style-Fuse Motifs ... Designs & motifs made of fabric, adapted to be applied to garments & miscellaneous materials. (In The New York times magazine, Mar. 6, 1955, p.41) © 6Mar55; KK106266.
- SUCHY, ARTHUR B. How you serve process 14-K Hudepohl process 14-K brewery fresh for beer at its golden best. The Hudepohl Brewing Co. Card. © Arthur Bartholomew Suchy; 18Apr55; KK106974.
- SUNBEAM CORP. © Electric frypan. 55-1092-1. D-5149. Photo. Appl. author: J. Delbert Long. © 16Feb55; KK107762.
- Electric frypan. 55-1092-2. D-5148. Photo. Appl. author: J. Delbert Long. © 16Feb55; KK107761.
- Electric frypan. 55-1092-3. D-5145. Photo. Appl. author: J. Delbert Long. © 16Feb55; KK107758.
- Electric frypan. 55-1092-4. D-5147. Photo. Appl. author: J. Delbert Long. © 16Feb55; KK107760.

SUNBEAM CORP. © Cont'd.

Electric frypan. 55-1092-5.
D-5146. Photo. Appl. author:
J. Delbert Long. © 17Feb55;
KK107759.

Electric sander. 55-1038-1.
D-5153. Photo. Appl. author:
J. Delbert Long. © 12Feb55;
KK107766.

Electric saw. 55-1038-2. D-5152.
Photo. Appl. author: J. Del-
bert Long. © 19Feb55; KK107765.

Electric shaver. 55-938-1. D-5155.
Photo. Appl. author: J. Delbert
Long. © 7Apr55; KK107768.

Entirely new and sensational, never
before an appliance like this
Sunbeam controlled heat auto-
matic frypan. (In Life, Sept. 20,
1954, p.46) Appl. author: Albert
E. Widdifield. © 17Sep54;
KK103127.

Everything is more delicious with
the sensational new Sunbeam
automatic frypan because it has
controlled heat. (In The Satur-
day evening post, Nov. 6, 1954,
p.43) Appl. author: Albert E.
Widdifield. © 2Nov54; KK103131.

Give Sunbeam Shavemaster with the
big smooth single head ... This
will enable him to find out for
himself ... (In The Saturday
evening post, Dec. 11, 1954,
p.91) Appl. author: Albert E.
Widdifield. © 7Dec54; KK103122.

Give Sunbeam, the best electric ap-
pliances made. Mixmaster, Coffee-
master and other appliances. (In
The Saturday evening post, Dec. 4,
1954, p.14 & 15) Appl. author:
Albert E. Widdifield. © 30Nov54;
KK103135.

Lady Sunbeam Shavemaster for legs.
(Electric shaver) 55-938-2.
D-5156. Photo. Appl. author:
J. Delbert Long. © 7Apr55;
KK107769.

Lady Sunbeam Shavemaster for under-
arms and legs. (Electric shaver)
55-938-3. D-5157. Photo. Appl.
author: J. Delbert Long. © 7Apr55;
KK107770.

Leaf mulcher. 55-818. D-5158.
Photo. Appl. author: J. Delbert
Long. © 17Feb55; KK107771.

More men have switched to the latest
model Sunbeam Shavemaster than to
any other model electric shaver.
(In Life, Nov. 29, 1954, p.2)
Appl. author: Albert E. Widdi-
field. © 26Nov54; KK103134.

Now the sensational new Sunbeam,
standard type, steam or dry
iron and also the Sunbeam,
gravity feed, steam or dry iron.
(In The Saturday evening post,
Oct. 30, 1954, p.95) Appl.
author: Albert E. Widdifield.
© 26Oct54; KK103130.

Only Sunbeam automatic Mixmaster
gives you all these advantages.
(In Good housekeeping, Oct. 1954,
p.11) Appl. author: Albert E.
Widdifield. © 20Sep54; KK103128.

Only Sunbeam Shavemaster has the
big smooth single head ...
Because of Shavemaster's 16-bar
armature, self-starting real
motor only Sunbeam Shavemaster
has this 5 year ... guarantee.
(In The Saturday evening post,
Nov. 13, 1954, p.63) Appl.
author: Albert E. Widdifield.
© 9Nov54; KK103132.

Only Sunbeam Shavemaster has the
big smooth single head ... See
your Sunbeam dealer today and
start enjoying this wonderful
new shaving satisfaction. (In
Life, Sept. 13, 1954, p.32)
Appl. author: Albert E. Widdi-
field. © 10Sep54; KK103126.

Only Sunbeam waffle baker & grill
has patented Radiant Control.
(In Good housekeeping, Dec. 1954,
p.11) Appl. author: Albert E.
Widdifield. © 20Nov54; KK103133.

Only the famous Sunbeam Mixmaster
gives you all these advantages.
(In The Saturday evening post,
Sept. 4, 1954, p.5) Appl. au-
thor: Albert E. Widdifield.
© 31Aug54; KK103124.

Only the Sunbeam toasts with
radiant control that gives you
the same uniform toast ...
(In The Saturday evening post,
Sept. 11, 1954, p.81) Appl.
author: Albert E. Widdifield.
© 7Sep54; KK103123.

Rotary lawn mower; twin blades,
twin grass chutes. 55-1308-2.
D-5186. Photo. Appl. author:
J. Delbert Long. © 6Apr55;
KK108082.

Sunbeam combination waffle baker
and grill. Photo. Appl. au-
thor: J. Delbert Long. © 15Jun54;
KK105748.

Sunbeam cooker and deep fryer (with
closed top) Photo. Appl. au-
thor: J. Delbert Long. © 15Dec54;
KK105995.

Sunbeam cooker and deep fryer (with
top off showing inner basket)
Photo. Appl. author: J. Delbert
Long. © 15Dec54; KK105994.

Sunbeam Drillmaster. Portable
electric drill kit. Photo.
Appl. author: J. Delbert Long.
© 2Sep54; KK105751.

Sunbeam Drillmaster. Portable
electric drill (with covered
points) Photo. Appl. author:
J. Delbert Long. © 2Sep54;
KK105750.

Sunbeam Drillmaster. Portable
electric drill (with uncovered
points) Photo. Appl. author:
J. Delbert Long. © 2Sep54;
KK105752.

Sunbeam 18 inch twin blade rotary
lawn mower. 55-1308-1. D-5185.
Photo. Appl. author: J. Delbert
Long. © 6Apr55; KK108081.

Sunbeam instant coffee and tea maker.
(Covered pot) Photo. Appl. au-
thor: J. Delbert Long. © 14Dec54;
KK106003.

Sunbeam instant coffee and tea
maker. (Woman's hand holding pot
in pouring position over cups)
Photo. Appl. author: J. Delbert
Long. © 14Dec54; KK106004.

Sunbeam Mixmaster. (Electric food
mixer) 55-1004. D-5150. Photo.
Appl. author: J. Delbert Long.
© 24May55; KK107763.

Sunbeam Mixmaster. (Electric food
mixer) 55-1021. D-5151. Photo.
Appl. author: J. Delbert Long.
© 24Mar55; KK107764.

Sunbeam Mixmaster. (Electric food
mixer) 55-1237-2. D-5169. Photo.
Appl. author: J. Delbert Long.
© 21Apr55; KK107811.

Sunbeam Mixmaster. (Electric food
mixer with blender attachment)
Photo. Appl. author: J. Del-
bert Long. © 26Jan55; KK105996.

Sunbeam Mixmaster. (Electric food
mixer with juicer) 55-1237-1.
D-5168. Photo. Appl. author:
J. Delbert Long. © 21Apr55;
KK107810.

Sunbeam Mixmaster. (Food mixer
with blender attachment) 55-1269.
D-5171. Photo. Appl. author:
J. Delbert Long. © 6Apr55;
KK107735.

Sunbeam now has both the automatic
Coffeemaster and an automatic
percolator. (In The Saturday

evening post, Sept. 25, 1954,
p.99) Appl. author: Albert E.
Widdifield. © 21Sep54; KK103129.

Sunbeam Rain King, new plastic lawn
sprinkler. Photo. Appl. au-
thor: J. Delbert Long. © 28Oct54;
KK106000.

Sunbeam Shavemaster. (Electric dry
shaver) 54-2669. Photo. Appl.
author: J. Delbert Long. © 8Dec54;
KK106001.

Sunbeam Shavemaster. (Electric dry
shaver) 54-2669-A. Photo.
Appl. author: J. Delbert Long.
© 1Dec54; KK106002.

Sunbeam Shavemaster. (Electric
shaver) 54-2354. D-5154. Photo.
Appl. author: J. Delbert Long.
© 12Mar55; KK107767.

Sunbeam Shavemaster. (Electric
shaver) Photo. Appl. author:
J. Delbert Long. © 12Oct54;
KK105999.

Sunbeam Shavemaster. (Electric
shaver display) Photo. Appl.
author: J. Delbert Long.
© 12Oct54; KK105998.

Sunbeam Shavemaster. Electric
shaver out of case. Photo.
Appl. author: J. Delbert Long.
© 12Oct54; KK105747.

Sunbeam Shavemaster. Electric
shaver (with case closed)
Photo. Appl. author: J. Del-
bert Long. © 16Sep54; KK105749.

Sunbeam Shavemaster electric shave
lotion. 4 fl. ozs. (bottle &
box) Photo. Appl. author:
J. Delbert Long. © 3Mar55;
KK105997.

Sunbeam, the best electric appli-
ances made, portable electric
saw. Utility chest. 55-1112.
D-5144. Photo. Appl. author:
J. Delbert Long. © 20Jan55;
KK107757.

Sunbeam, the best electric appli-
ances made. Teach modern home-
making methods with Sunbeam.
Mixer and frypan. (In Forecast
for home economists, Sept. 1954,
p.127) Appl. author: Albert E.
Widdifield. © 17Aug54; KK103125.

SUNKIST GROWERS, INC. ©
This bag contains only trademarked
Sunkist grapefruit. 8 lbs. net.
Label. © 11Nov54; KK103825.

SUNNEN PRODUCTS CO. ©
Sunnan portable hones for fast
stock removal, accurate sizing,
smooth surface finish. X-AN-
5001D. Folder. Appl. author:
Joseph Sunnen. © 18May55;
KK106799.

SUNSHADE CORP. ©
America's finest storm and screen
windows. Duo Temp 3-track self-
storing windows. Bulletin no.
M353. Sheet. © 20Mar55;
KK106017.

Duo Temp, America's finest storm and
screen windows. Bulletin no. M351.
Sheet. © 20Mar55; KK106015.

New, new ... All Temp ... two-track
storm and screen window. Sheet.
© 30Mar55; KK106327.

Save the freight on screen and
plate. America's finest storm-and-
screen window, Duo Temp. Bulletin
no. M352. Sheet. © 20Mar55;
KK106016.

SUPER MARKET INSTITUTE, INC. ©
Advertising-promotion service. Pre-
pared with the cooperation of
McCall's magazine. Pamphlet.
Appl. author: McMahon & Morse.
Feb. 1955. © 3Jan55 (in notice:
1954); KK102980.

Mar. 1955. © 3Feb55; KK103882.

Apr. 1955. © 4Mar55; KK104661.

May 1955. © 1Apr55; KK105532.
 June 1955. © 22Apr55; KK106201.
 July 1955. © 26May55; KK107297.

SUPERIOR PLANS.

Experience not necessary. Automobile service. Sheet.
 © Superior Plans, owner Harry Dennis Bradshaw; 26Feb55; KK104683.

Give your car a lift for the spring days ahead. Automobile service. Sheet. © Superior Plans, owner Harry Dennis Bradshaw; 26Feb55; KK104682.

Reward yourself in better performance, lower operating costs. Protective maintenance. Automobile service. Sheet.
 © Superior Plans, owner Harry Dennis Bradshaw; 1Feb55; KK104046.

We can and do, restore that sparkling show room look. Automobile service. Sheet. © Superior Plans, owner Harry Dennis Bradshaw; 26Feb55; KK104684.

With Ridout's Precision Tested tune-up, you feel the difference in driving. Automobile service. Sheet. © Superior Plans, owner Harry Dennis Bradshaw; 4Feb55; KK104047.

SUPERSINE CO. OF AMERICA.

The case of the missing scent signs. (In The A.S.T.A. Journal, Apr. 1955, p.91) Appl. author: Robert S. Raisch. © Albert M. Raisch d.b.a. Supersine Co. of America; 1Apr55; KK107691.

SURGITUBE PRODUCTS CORP. ©

A new, jet speed bandage, Surgitube, over dressing. Hand with finger-cut dressing on 3 fingers. Folder. Appl. author: Louis Hochman. © 31May55; KK107295.

SUTHERLAND PAPER CO. ©

Eggs. Design no.99. One dozen. Label. Appl. author: Clifton T. Wilson. © 2May55; KK107936.
 Pullet eggs. Design no.98. One dozen. Label. Appl. author: Clifton T. Wilson. © 4Apr55; KK107935.

SWANSON (C. A.) & SONS. ©

Swanson chicken spread. 5 ounces net. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105691.

Swanson Ever Fresh brand boned chicken. 5 ounces net. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105692.

Swanson Ever Fresh brand boned chicken fricassee. Sue Swanson says ... Net wt. 1 1/2 oz. avd. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105687.

Swanson Ever Fresh brand boned turkey. 5 ounces net. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105689.

Swanson Ever Fresh brand chicken a la king. Sue Swanson says ... Net wt. 10 1/2 oz. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105688.

Swanson Ever Fresh brand chicken broth. Sue Swanson says ... Net wt. 1 1/2 fl. oz. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105690.

Swanson Ever Fresh brand whole chicken in broth without giblets. Sue Swanson. Net weight 3 lbs. 4 oz. Label. Appl. author: Epsen Lithographing Co. © 1Feb55; KK105693.

Swanson Sticks with turkey and chicken. Net wt. 8 ozs. Frozen food. Label. Appl. author: Richard Machamer. © 15Dec54; KK104793.

SWEDLIN (J.) INC. ©

Bye Bye Beagle and his travel wardrobe. Stuffed toys. Label. © 20Apr53; KK104078.

SWEENEY, LOUISE, LEON J. PONCET DE SANDON & GEORGE T. STEYERMARK composing the firm MAISON DE NAVARRE & CO. SEE Maison de Navarre & Co.

SWIFT & CO. ©

After years of research, a lawn food that is made so it won't burn grass when used in recommended amounts. New, Golden Vigoro. (In Seed trade buyers guide, Jan. 1955, p.23) Appl. author: J. Walter Thompson Co. © 21Jan55; KK104825.

Latest news in non-foods. Gardening departments point the way to unlimited profits. Lawn & plant food. (In NARGUS bulletin, Jan. 1955, p.50-51) Appl. author: J. Walter Thompson Co. © 5Jan55 (in notice: 1954); KK104826.

Made so it won't burn grass ... New, Golden Vigoro, complete lawn food. (In Life, Mar. 14, 1955, p.60) Appl. author: J. Walter Thompson Co. © 11Mar55; KK105470.

New, the most amazing lawn food ever made and the easiest to sell. New, Golden Vigoro. (In American nurseryman, Apr. 15, 1955, p.43) Appl. author: J. Walter Thompson Co. © 15Apr55; KK106858.

SWISS FEDERATION OF WATCH MANUFACTURERS. ©

The man who founded a tick-tock town. (In Life, Nov. 29, 1954, p.5) Appl. author: Foote, Cone & Belding. © 26Nov54; KK102922.

SYRACUSE ORNAMENTAL CO., INC. ©

For walls, for dressing tables ... Syroco vanity mirrors. (In The Gift & art buyer, Apr. 1955, p.12) Appl. author: Moser & Cotins, Inc. © 6Apr55; KK106044.

Most talked about accessories of the year. See Syroco plaques. (In Retailing daily, Feb. 18, 1955, p.4) Appl. author: Moser & Cotins, Inc. © 18Feb55; KK104635.

Syroco carves exciting new sales appeal into clocks. Syroco carves completely new wall plaques. (In The Gift & art buyer, Jan. 1955, p.12-15) Appl. author: Moser & Cotins, Inc. © 5Jan55; KK103277.

Syroco carves the big and the beautiful. No.2936. 5-candle sconce. (In The Gift & art buyer, Mar. 1955, p.12) Appl. author: Moser & Cotins, Inc. © 8Mar55; KK104930.

Syroco. See America's fastest selling decorative wall and occasional clocks. (In Retailing daily, Feb. 21, 1955, p.32) Appl. author: Moser & Cotins, Inc. © 21Feb55; KK104636.

Syroco, so successful ... Syroco occasionals stand, hang, fit most anywhere in any room. Wall clocks. (In The Jewelers' circular-keystone) Appl. author: Moser & Cotins, Inc. © 4Mar55; KK104947.

SZAKACS, JOSEPH JOHN d.b.a. CUSTOM HYDRO-CRAFT. SEE Custom Hydro-craft.

T

T & T PRODUCTS, INC. ©

Tip Top strawberry soda. Contents one quart. Label. © 26May55; KK107832.

TV WEATHERVANE CRAFT STUDIO. SEE TVWC Studio.

TVWC STUDIO.

An original, individually designed TV weathervane for the TV antenna on your house. Folder. © TV Weathervane Craft Studio; 27Jun55; KK108124.

TADLOCK & ASSOCIATES, INC. ©

Meet the queen. Milk. Pamphlet. © 15Aug54; KK105536.

Money's Worth, a Tadlock make-it-yourself game. St. Paul Federal Savings & Loan Ass'n. Sheet. © 15Oct54; KK105537.

TALL & SMALL. ©

Tall & small. Look for us tomorrow. Women's clothing. (In The Houston post, Mar. 23, 1955, section 2, p.3) © 23Mar55; KK105993.

TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

God bless our mortgaged home. The inside story of home loans, by Talman. (In Chicago Sunday tribune, Dec. 26, 1954, p.17, section 1) © 26Dec54; KK102832.

TALON EDUCATIONAL SERVICE. ©

The pack flat hat, made with a 4 inch Talon Slide-Fit. Zipper design no.5001. Folder. © 7Jun55; KK107911.

TAMPA FLORIDA BREWERY, INC. ©

Taste tells. Tropical extra fine ale. Contents 12 fl. ozs. Label. © 29Jan55; KK105315.

TASTY BAKING CO. ©

Tastykake, fielder's choice. Design no.169. Poster. © 1Jun55; KK107361.

Tastykake, good night or day. Design no.167. Poster. © 1Feb55; KK103835.

Tastykake, magic dessert. Design no.166. Poster. © 3Jan55; KK103032.

Tastykake makes a party. Design no.168. Poster. © 1Apr55; KK105588.

Tasty-pie finishing touch. Design no.170. Poster. © 1May55; KK106462.

TAVART CO. ©

Say Tay'vart ... Residential and industrial overhead garage door hardware. Cat. no.553. 8 p. Appl. author: S. Glenn Varley. © 25Mar55; KK107329.

TAVEL'S JEWELRY CO., INC. ©

Play Prizo, the exciting, new radio game that pays up to \$10,000.00 in prizes. Sheet. Appl. author: David E. Tavel. © 6May55; KK107814.

TAYLOR, STEWART. ©

Aerosol Hive-Bomb, the push-button bee smoker. Net weight 12 oz. Label. © 1Dec54; KK105318.

TAYLOR (THOMAS) & SONS. ©

Backstraps motivated with Shugor for smarter, neater, more comfortable fit. Shoe goring. (In Shoe & leather reporter, Jan. 15, 1955, p.2) Appl. author: Ralph A. Parker. © 15Jan55 (in notice: 1954); KK103488.

TAYLOR (THOMAS) & SONS. © Cont'd.
High style in low heels. Shugor.
Shoe goring. (In Boot & shoe
recorder, Jan. 15, 1955, p.4)
Appl. author: Ralph A. Parker.
© 15Jan55; KK103921.

Knit Straw at play or at ease,
it's cool as a breeze. Shoes.
(In Boot & shoe recorder, June 15,
1955, p.111) Appl. author:
Ralph A. Parker. © 15Jun55;
KK108140.

The lowboy trend for men ... with
stretchable Taylored Top. Shoes.
(In Shoe & leather reporter,
Dec. 31, 1954, p.4 of cover)
Appl. author: Ralph A. Parker.
© 31Dec54; KK103487.

New triumphs for Spring-o-lators.
New triumphs for Shugor. (In
Boot & shoe recorder, Feb. 15,
1955, p.36) Appl. author:
Ralph A. Parker. © 14Feb55;
KK104663.

Tailored fit with stretchable
Taylored-Top. Shoe goring.
(In American shoemaking, May 18,
1955, cover) Appl. author:
Ralph A. Parker. © 18May55;
KK107662.

TaylorPleat, the new fashion treat
Shugor. Shoe goring. (In
Leather & shoes, May 14, 1955,
p.4 of cover) Appl. author:
Ralph A. Parker. © 14May55;
KK106908.

TaylorRings for smarter, neater
elastic adjustment. Shugor.
Elastic ring. (In Leather &
shoes, Feb. 5, 1955, p.4 of
cover) Appl. author: Ralph A.
Parker. © 5Feb55; KK104795.

Ultra English with the built-in
comfort and convenience of Shugor.
Shoe goring. (In Boot and shoe
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forming the partnership BU-TAY
PRODUCTS, LTD. SEE Bu-Tay Products,
Ltd.

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Sure it's different and better
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Stanley A. Lescarbours.
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TECHNICAL MATERIEL CORP. ©
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Sales service bulletin no.163.
Electronic equipment. Folder.
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Facsimile demodulator, model XFD-1.
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Folder. © 12Jan55 (in notice:
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Du Mont (Allen B.) Laboratories,
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TECHNICAL SPECIALTIES CO.
Technifun, electricity and mag-
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Label. © Technical Special-
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Car owners, handy new deluxe sun
visor bands fit all cars. Label.
Appl. author: Mace Allen Church-
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TEL-E-LECT PRODUCTS, INC. ©
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Lect pole hole digger. Model -
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TELEVISION RECEIVER DIVISION, ALLEN
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TELEVISION TRANSMITTER DEPT., ALLEN
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Keeps trucking aisles clean, smooth,
dry, pulverizes and picks up
grease-caked dirt faster than a
6 to 18 man crew. Tennant model
R industrial floor machine. Bul-
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© 25Aug54; KK105664.

New, for faster, easier maintenance
the year 'round, Tennant model E
floor maintenance machine. Bul-
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TERMITOL CO. ©
Only Termitol offers complete pro-
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folder. Appl. author: John R.
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TEWELES (L.) SEED CO. ©
Pride seed corn. Badger brand.
Label. Appl. author: L. William
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TEXTILE MARKING MACHINE CO., INC. ©
Lot system temporary identification
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Pamphlet. Appl. author: Syracuse
Advertising. © 1Mar55; KK105673.

TEXTILE SALES CORP. ©
Like magic, Magicord, the cord-o-
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The original Thalco fiber glass
process. Folder. Appl. author:
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The original Thalco fiber glass
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one gallon. Label. Appl. au-
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How to tame your forced air heating.
Thermodulator, modulated heat con-
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The Posette model stand ... Instruc-
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Add these 3 profits to your business with the Sprayit, portable paint sprayer, rental plan. Sheet. © Electric Sprayit (in notice: Electric Sprayit Division, Thomas Industries, Inc.); 1Sep54; KK104915.

Ask here how easily you can paint-it-yourself with one of our Sprayit rental units. Form no.RU 101. Display card. © Electric Sprayit (in notice: Electric Sprayit Division, Thomas Industries, Inc.); 1Sep54; KK104920.

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This display will sell/rent Sprayit for you. Demonstrator display now available free. Form no. R. U. 105. Portable paint spraying equipment. Sheet. © Electric Sprayit (in notice: Electric Sprayit Division, Thomas Industries, Inc.); 1Sep54; KK104916.

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Thomas Textile presents Bo Jest infants' panties. Label. © Thomas Textile Co., Inc. a.k.a. Thomas Textile; 27Aug54; KK103767.

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Refrasil, high temperature insulation cloth. Label. Appl. author: Abbott Kimball Co. © 30Jun54; KK104541.

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U. N. CO., INC. © The new Dun-Lockin automatic tailgate lock. Sheet. Appl. author: Lucien A. Grise. © 29Jan55; KK103843.

U-DRIVE-IT CO. © Wherever you go, whatever you do, rent a new car from the U-Drive-It Co. Folder. Appl. author: Warner P. Simpson Co. © 22Nov54; KK102934.

UMANOFF, MARTIN. Roll-Rite. Memo pad. Folder. © Martin Umanoff, John O. Crawford & Bell Engraving Co., Inc.; 16Jun55; KK107884.

UNCAS MANUFACTURING CO., INC. © Kiddiegem jewelry, designed especially for little tots. (In Life, Nov. 23, 1953, p.70) Appl. author: Joseph M. Bernstein. © 23Nov53; KK103222.

Kiddiegem jewelry, from birth to teens. Label. Appl. author: Joseph M. Bernstein. © 25Aug54; KK103221.

UNGER CO. © Win-Do-Cake box. Label. Appl. author: L. A. Unger. © 1Mar55; KK106356.

UNION BANK & TRUST CO. OF LOS ANGELES. ©

Ask about Union Bank money engineering. (In Citizen news, Dec. 28, 1954, p.4) Appl. author: Bernard Weinberg. © 28Dec54; KK102838.

UNION SPECIAL MACHINE CO. ©

Union Special for better, faster, more economical production of overalls, coveralls, dungarees and westerns. Sewing machines. Folder. Appl. author: Arthur James Feigel. © 16May55; KK107695.

UNION UNDERWEAR CO., INC. ©

Father's Day, June 21. More fathers want to see themselves in Fruit of the Loom guaranteed underwear than any other brand. (In The Saturday evening post, June 13, 1953, p.153) Appl. author: Jacob A. Goldfarb. © 13Jun53; KK105901.

UNITED AIRCRAFT PRODUCTS, INC. ©

UAP experience and facilities. Aircraft parts and accessories. Pamphlet. Appl. author: Louis S. Gearhart. © 9Dec54; KK103218.

UNITED BISCUIT CO. OF AMERICA.

Keebler's chocolate fudge sandwich. Cookies. One full pound. Label. Appl. author: Edward Hekman. © Keebler Biscuit Co., a division of United Biscuit Co. of America; 1Mar55; KK104821.

Sawyer Club graham crackers. 49¢. Weight 1 1/4 pounds. Label. Appl. author: Sarah Taylor Leavitt. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., Division of United Biscuit Co. of America); 7Jan55; KK103379.

Sawyer's Davy Crockett, butter flavored, cookies. Weight 10 ounces. Label. Appl. author: K. F. MacLellan. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., Division of United Biscuit Co. of America); 24Jun55; KK108137.

Town House crackers; new foil inner bag for freshness. Weight one pound. Label. Appl. authors: Edward J. Hekman & Sarah Taylor Leavitt. © United Biscuit Co. of America (in notice: Hekman Biscuit Co. Division, United Biscuit Co. of America); 20Jun55; KK108235.

UNITED CHEMICALS, INC. ©

United plastic backed electrical tape. Nos. 25, 27, 30 & 40. Folder. Appl. author: Walter A. Connolly. © 3Jan55; KK105247.

UNITED COFFEE CORP. ©

Real coffee freshly percolated. Brewed coffee in beverage form. Display poster. © 19Apr55; KK106146.

UNITED DAIRY EQUIPMENT CO. ©

The Mechanical Dairy offers you a basic business. Machine for reconstituting & packaging milk. (In Time, Latin American ed., Jan. 3, 1955, p.3) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 3Jan55; KK103722.

UNITED FEATURE SYNDICATE, INC. ©

Li'l Abner, by Al Capp, pseud. of Alfred G. Caplin. Halp, Honest Abe's bin caught by a live b'ar. Cream of Wheat breakfast food. (In The farm journal, Jan. 1955, p.8) © 14Dec54; KK102834.

Li'l Abner, by Al Capp, pseud. of Alfred G. Caplin. Halp, Honest Abe's kite's a-blowin' away. Cream of Wheat. Cereal. (In McCall's, Apr. 1955, p.118) © 17Mar55; KK105657.

Li'l Abner, by Al Capp, pseud. of Alfred G. Caplin. Honest Abe's stuck in th' courthouse cannon. Cream of Wheat. Cereal. (In Farm journal, Mar. 1955, p.123) © 19Feb55; KK104714.

Li'l Abner, by Al Capp, pseud. of Alfred G. Caplin. Save our baby. Cream of Wheat breakfast food. (In McCall's, June 1955, p.62) © 19May55; KK107668.

UNITED MERCHANTS & MANUFACTURERS, INC. ©

Con-Tact, the new self-adhesive wonder plastic. Plastic surfacing product. Folder. © 17Dec54; KK102888.

Con-Tact, the new self-adhesive wonder plastic. Plastic surfacing product. Folder. © 18Mar55; KK105246.

Con-Tact, the new self-adhesive wonder plastic sheeting. Label. © 21Jan55; KK103764.

Con-Tact, the original self-adhesive plastic. Sheet. © 23May55; KK107460.

UNITED PIECE DYE WORKS. ©

United finished goods price calculator. Appl. author: Adeline A. Dembeck. © 9Dec54; KK103095.

UNITED PRINT SHOP.

Artistic furs plus ... Storage self-mailer folder no.U-200. © William Friedman d.b.a. United Print Shop; 1Feb55; KK104127.

Beauty in furs. Storage plus ... Self-mailer folder no.U-300. © William Friedman d.b.a. United Print Shop; 1Feb55; KK104128.

Fur storage. Post card no.U-400. © William Friedman d.b.a. United Print Shop; 1Feb55 (in notice: 1954); KK104129.

UNITED STATES BREWERS FOUNDATION, INC. ©

From where I sit, by Joe Marsh. (In The Lyons republican & Clyde times) Appl. author: J. Walter Thompson Co. Finally talked himself out.

© 24Mar55; KK105797.

Learn how to pull together.

© 14Apr55; KK106229.

A pretty snappy menu. © 20Jan55; KK103970.

Red finds a sweet solution.

© 28Apr55; KK106856.

Swiftly gets slowed down.

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Uses his head, saves his feet.

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A winner every time. © 17Feb55; KK104395.

UNITED STATES GYPSUM CO. ©

The Business of farming. Handyman plan. Building materials. Folder.

All-season shelter, above-ground Bunker silo. No.BF351.

© 14Jan55; KK106429.

Clear-span buildings. No.BF352.

© 18Mar55; KK106428.

Labor saving pole type poultry house for broilers or layers.

No.BF348. © 26Nov54; KK103710.

Money-making general barn. No.

BF354. © 20May55; KK107330.

Popular home; the Business of farming. Handyman plan. Building materials.

Climber cottage. No.PUB334.

© 26Dec54; KK106430.

How to build a play yard. No.

PUB354. © 20May55; KK107331.

How to build outdoor furniture.

No. PUB353. © 22Apr55;

KK107332.

VICTOR SPORTS, INC. ©

How tight should my tennis racket be strung? Victor gut strings. Pamphlet. Appl. author: George Menco Stern. © 6Apr55; KK107396. Imperial, top name in tennis. Imperial gut strings, by Victor. (In Holiday, June 1955, p.142) Appl. author: George Menco Stern. © 18May55; KK107397.

VICTORIA SWEETS, INC. ©

Chocolate greetings. Net wt. 2 ozs. Label. Appl. author: Mal Newberg. © 13Jun55; KK107889. Milk chocolate greeting card. Label. Appl. author: Mal Newberg. © 13Jun55; KK107882. This chocolate card brings Christmas cheer and best wishes for the coming year. Net wt. 2 ozs. Label. Appl. author: Mal Newberg. © 13Jun55; KK107890.

VICTORY MATTRESS CO.

Rest-O-Crat. Since 1920; sleep products. Wilshire. Label. Appl. author: Roy Allen Blumenthal © Victory Mattress Co., Inc.; 18Jun55; KK107985.

VINER BROS., INC. ©

Viner Gay Bouquets. V-74AB. Manufactured by Hoague-Sprague Corp. Shoe boxes. Label. © 8Apr55; KK105899. Viner Whisper Steps. V-76AB. Manufactured by Hoague-Sprague Corp. Shoe boxes. Label. © 8Apr55; KK105898.

VINYL ART SUPPLY CORP. ©

Vinyl Art painting material. Vasco, a research product ... Folder. Appl. author: Albert Jacquez. © 2Dec54; KK102939.

VIRGINIA SMELTING CO. ©

Refrigeration products. Catalog sheet. Leaflet. Appl. author: Rollin Hafford Israel. © 15Dec54; KK104041.

VITA-GREEN FARMS.

Biological insect control. Sheet. © Wilbur C. Kinney d.b.a. Vita-Green Farms; 1Jan55; KK105809. Eat the orange, albedo and all. Sheet. © Will Kinney d.b.a. Vita-Green Farms; 12Dec54; KK105808.

VIT-A-WAY, INC. ©

Do you have camera vision? Vit-A-Way mineral-vitamin fortifiers & supplements for all livestock. Card. Appl. author: Leo Potishman. © 27Dec54; KK107300.

VOLTS (JAMES D.) ASSOCIATES. ©

Trig-Pal. Precision hydraulic and pneumatic controls for aviation ... Wall hanger. Sheet. Appl. author: James D. Volts. © 15Dec54; KK104058.

VON STERNBERG, JULE R. & CHARLES H. ALBIN composing the firm SHOW-HOUSE. SEE Show-House.

VONDY, JOHN C. & WILLIAM E. VONDY d.b.a. VONDY MANUFACTURING CO. SEE Vondy Manufacturing Co.

VONDY, WILLIAM E. & JOHN C. VONDY d.b.a. VONDY MANUFACTURING CO. SEE Vondy Manufacturing Co.

VONDY MANUFACTURING CO.

New, new television vanity lamps ... See the light thru the wood. Stackwood brand. Label. © John C. Vondy & William E. Vondy d.b.a. Vondy Manufacturing Co.; © 12Feb55; KK104155.

VOX PRODUCTIONS, INC. ©

Edvard Grieg: his story and his music. (Music master series, VL-2560) Phonograph records. Label. © 15Dec48; KK107842.

Felix Mendelssohn: his story and his music. (Music master series, VL-2530) Phonograph records. Label. © 1Dec48; KK107835.

Franz Liszt: his story and his music. (Music master series, VL-2630) Phonograph records. Label. © 15Aug54; KK107837.

Hector Berlioz: his story and his music. (Music master series, VL-2640) Phonograph records. Label. © 15May55; KK107839.

Johann Sebastian Bach: his story and his music. (Music master series, VL-2500) Phonograph records. Label. © 15Aug52; KK107838.

Johann Strauss: his story and his music. (Music master series, VL-2590) Phonograph records. Label. © 15Sep52; KK107836.

Johannes Brahms: his story and his music. (Music master series, VL-2580) Phonograph records. Label. © 15May53; KK107840.

Joseph Haydn: his story and his music. (Music master series, VL-2610) Phonograph records. Label. © 15Oct53; KK107843.

Stephen Foster: his story and his music. (Music master series, VL-2620) Phonograph records. Label. © 15Nov53; KK107841.

W

W. & J. SLOANE. SEE Sloane, W. & J.

WACHTMAN, G. S.

Thermoglaz products. Rigid, transparent, clear, plastic sheets. Label. © George S. Wachtman; 3May55; KK107356.

WADSWORTH, INC. ©

Keep your powder dry & your saw horse happy components help ... Wadsworth boys call it King-Size-Lumber. Folder. Appl. author: John Gaughan. © 17Jan55; KK104426.

See how new King-Size-Lumber makes your dream home possible right now. Sheet. Appl. author: John Gaughan. © 17Jan55; KK104427.

WAGSTAFF, G. C. ©

Did you ever have pencilitis? ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103786. Don't monkey around; when you need what we sell, call Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103776.

8 ball eraser stick ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103778.

Hammer ... drive ... We are hammering away for your business ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103784.

Hang this in your phone ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103785.

Here's a round, strong & ready pencil ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103782.

Here's wishing you and yours a pleasant 4th ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103783.

It's Thanksgiving time ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103787.

Mill Supplies are rolling, and how ... Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103780.

On our books there's a name that means a lot to us ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103779.

Pencilitis Pete says: the folks where I work sure are straight shooters ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103777.

Too many headaches? Maybe we could help ... Mill Supplies. Industrial & automotive supplies. Label. © 1Dec54 (in notice: 1955); KK103781.

WAINWRIGHT, RALPH E. & JAMES L. EWING d.b.a. WITTSTATT'S. SEE Wittstatt's.

WAITE PHARMACAL CO., INC. ©

Overweight and its treatment. Folder. Appl. author: Ray Marotta. © 25Feb55; KK104522.

WALGREEN CO. ©

Fudge Ripple ice cream. One half gallon liquid. Label. © 7Feb55; KK104159.

WALKER, ROBERT J. d.b.a. WALKER PRODUCTS. SEE Walker Products.

WALKER PRODUCTS.

Space Spider, the string thing. Complete kit. Toy craft. Label. © Robert J. Walker d.b.a. Walker Products; 10May55; KK107180.

Space Spider, the string thing. Toy craft. Folder. © Robert J. Walker d.b.a. Walker Products; 21Mar55; KK107179.

WALKER'S AUSTEX CHILI CO. ©

Austex beef stew. Net wt. contents 15 1/2 ozs. Label. Appl. author: Crook Advertising Agency. © 8Jan54; KK102870.

Austex beef stew. Net wt. contents 1 1/2 pounds. Label. Appl. author: Crook Advertising Agency. © 9Nov54; KK102867.

Austex chili beans. Net wt. contents 6 lbs. 12 ozs. Label. Appl. author: Crook Advertising Agency. © 28Sep54; KK102871.

Austex chili con carne with beans. Net wt. contents 8 ozs. Label. Appl. author: Crook Advertising Agency. © 1Jun54; KK102866.

Austex chili, family economy size, no beans. Net wt. contents 1 1/2 pounds. Label. Appl. author: Crook Advertising Agency. © 7Sep54; KK102868.

Austex spaghetti and meat balls with tomato sauce. Net wt. contents 6 lbs. 12 ozs. Label. Appl. author: Crook Advertising Agency. © 29Dec54; KK102865.

Austex tamales with chili gravy. Net wt. contents 6 lbs. 12 ozs. Label. Appl. author: Crook Advertising Agency. © 15Oct54; KK102869.

WALLACE (B. E.) PRODUCTS CO. ©

At last a practical skyhook for hoists. New Magic-Pole unipod. Bulletin 101. Hoist supports. Sheet. © Bernard E. Wallace d.b.a. B. E. Wallace Products Co.; 21Dec54; KK103837.

At last, three practical skyhooks ... Magic-Pole. Bulletin 102. Order form no.103. Construction

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- WALLACE, BERNARD E. d.b.a. B. E. WALLACE PRODUCTS CO. SEE Wallace (B. E.) Products Co.
- WALLACE SILVERSMITHS. © An invitation to brides ... Wallace sterling. (In Bride's magazine, summer 1955, p.53) Appl. author: Ellington & Co., Inc. © 15Apr55; KK106215.
- More and more smart young girls are choosing Wallace Third Dimension Beauty sterling. (In Seventeen, Apr. 1955, p.43) Appl. author: Ellington & Co., Inc. © 1Apr55; KK106216.
- WALLER (BOB) BUICK, INC. © Bob Waller says ... June issue. Automobile services. Sheet. Appl. author: William J. Kennedy. © 21Jun55; KK108113.
- WARN MANUFACTURING CO. © New pep-performance, increased gas mileage for your 4 wheel drive Willys. Selective drive hubs for 4 wheel drive vehicles. Sheet. Appl. author: William M. Gail. © 15Dec54; KK105241.
- WARNER-CHILCOTT LABORATORIES. © Basal metabolism test instructions. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 1Feb55 (in notice: 1954); KK103791.
- WARP BROS. Here's how you can have a warm, cozy home this winter. Glass substitute materials. (In Michigan farmer, Nov. 7, 1953, p.39-315) © Flex-O-Glass, Inc. d.b.a. Warp Bros.; 7Nov53; KK106249.
- Keep out cold, wind, rain, snow. Glass substitute materials. (In Missouri ruralist, Oct. 24, 1953, p.3) © Flex-O-Glass, Inc. d.b.a. Warp Bros.; 24Oct53; KK106250.
- A marvel of the age; a world leader. Then and now. Flex-O-Glass. (In Hardware retailer, Nov. 1953, p.4 of cover) © Flex-O-Glass, Inc. d.b.a. Warp Bros.; 5Nov53; KK105777.
- WASCO FLASHING CO. © We brought in overhead sunlight to make an indoor garden grow. Wascolite Skydomes. (In House & home magazine, Nov. 1952, p.32) © 5Nov52; KK102937.
- WASCO PRODUCTS, INC. © Details and features of the Wasco Pyrovent. Skylights. Folder. © 1Apr55; KK107074.
- Details and features of the Wasco-lite Pyrodome. Skylights. Folder. © 1Apr55; KK107075.
- WASHINGTON CO-OPERATIVE FARMERS ASSN. © Linden brand, a wishbone in every package, fresh breadbrest fryer. Label. © 13Apr55; KK106797.
- WASHINGTON STEEL PRODUCTS, INC. © A new heavy duty, ball bearing drawer slide, by Washington, with nylon wheels. Architectural products. Sheet. © 7Dec54; KK104754.
- WATERSOFTENERS, INC. © The Chieftain. Label. Appl. author: C. Ralph Dystant. © 15Nov54; KK105149.
- WAVAL-THERMAL. © Customized Nutri-Tonic children's permanent. Waves gently in little as 10 minutes. Folder. Appl. authors: S. O. Ronk & others. © 22Dec54; KK103275.
- New customized pin curl permanent, by Nutri-Tonic ... regular, super and gentle. Folder. Appl. authors: S. O. Ronk & others. © 31Jan55; KK104264.
- WAXED PAPER MERCHANDISING COUNCIL, INC. © It isn't a meal without bread. For that tantalizing, second-helping taste; buy white bread in waxed paper. (In The Family circle, May 1, 1955, p.17) Appl. author: Ruthrauff & Ryan, Inc. © 1May55; KK106968.
- Waxed paper best protects vitamin enrichment in white bread. (In Life, Apr. 25, 1955, p.6) Appl. author: Ruthrauff & Ryan, Inc. © 25Apr55; KK106632.
- WAYNE FAMOUS FOODS CO. © Wayne chocolate fruit cake. Label. Appl. author: Everet Straus. © 10Nov54; KK103516.
- WAYNE KNITTING MILLS. © A cooler, lovelier you in the exclusive ventilated foot, by Belle-Sharmer. Hosiery. (In Harper's bazaar, June 1, 1955, p.40) Appl. author: John J. Finlay. © 1Jun55; KK107488.
- Easter Sunday legs every day in Gilded Lily, by Belle-Sharmer, fully fashioned leg-size stockings. (In Harper's bazaar, Apr. 1955, p.65) Appl. author: John J. Finlay. © 1Apr55; KK106424.
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- WEAVER (W. R.) CO. © For accuracy of aim, the series 60, model K, Weaver-Scopes. Telescope sights. (In Outdoor life, May 1955, p.121) Appl. author: Warren T. Mithoff. © 25Apr55; KK106328.
- For long range accuracy, varmints, pests, targets or small game, model K8 and K10. Weaver-Scopes. Telescope sights. (In Outdoor life, June 1955, p.103) Appl. author: Warren T. Mithoff. © 25May55; KK107245.
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WEBCOR. © Cont'd.

Webcor verified high fidelity. How the new Webcor high fidelity seal will work to make sales. Phonograph & tape recorder. (In Retailing daily, Mar. 1, 1955, p.36) Appl. author: Fuller & Smith & Ross, Inc. © 1Mar55; KK105573.

Year after year, Webcor Musicale, Holiday, Midge, the top 3 sellers. Phonographs. (In The Billboard, Oct. 9, 1954, p.28) Appl. author: Fuller & Smith & Ross, Inc. © 4Oct54; KK103139.

WEBER COSTELLO CO. ©

New Alphacolor Brilliants, tempera-water colors in easy-to-use cake form. Folder. © 6May55; KK106880.

WEBSTER, WALTER H. ©

The age of romance will never die ... \$750.00 treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 6, 1955, section 2, p.6) © 6Mar55; KK104665.

Dad, here's the chance of our young lives ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 14, 1955, p.4) © 14Mar55; KK104995.

Everybody's going to join this Waxahachie merchants' treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 2, 1955, p.4) © 2Mar55; KK104666.

From everywhere ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 15, 1955, p.3) © 15Mar55; KK105190.

Here's your opportunity ... Join this great treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 7, 1955, p.6) © 7Mar55; KK104989.

Hurry ... \$750 treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 17, 1955, p.3) © 17Mar55; KK105192.

If you remember stories of buccaneers ... you'll never forget this sensational, modern treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 8, 1955, p.4) © 8Mar55; KK104990.

It starts today ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 1, 1955, p.4-5) © 1Mar55; KK104578.

It was a great, an interesting contest ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 31, 1955, section 2, p.4) © 31Mar55; KK105618.

It will be fun to play ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 13, 1955, section 2, p.4) © 13Mar55; KK104994.

It's not too late ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 16, 1955, p.6) © 16Mar55; KK105191.

Last chance ... Hurry ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 18, 1955, p.6) © 18Mar55; KK105193.

No, you don't have to find this island. These merchants are your clue in this ... treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 3, 1955, section 2, p.4) © 3Mar55; KK104667.

A pencil and paper is all you need ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 10, 1955, section 2, p.4) © 10Mar55; KK104992.

Remember those childhood thrills ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 11, 1955, p.4) © 11Mar55; KK104993.

The rules are very simple ... Spectacular \$750 treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 4, 1955, p.4) © 4Mar55; KK104668.

Shades of the past. (Treasure hunt) General merchandise. (In The Waxahachie daily light, Feb. 20, 1955, section 2, p.1) © 20Feb55; KK105219.

The spirit of Captain Kidd is hovering over Waxahachie ... (Treasure hunt) General merchandise. (In The Waxahachie daily light, Feb. 23, 1955, p.5) © 23Feb55; KK105218.

Wake up ... Treasure hunt. General merchandise. (In The Waxahachie daily light, Mar. 9, 1955, p.6) © 9Mar55; KK104991.

X marks the spot. (Treasure hunt) General merchandise. (In The Waxahachie daily light, Feb. 27, 1955, p.4) © 27Feb55; KK105220.

WEBSTER (WARREN) & CO. ©

Webster series 10 radiator supply valves for steam and hot water heating. Bulletin B-705-10. Sheet. © 10Feb55; KK104279.

WEBSTER CHICAGO CORP. SEE Webcor.

WECO PRODUCTS CO. ©

All I want for Christmas. Dr. West's Miracle-Tuft toothbrushes; child's, youth's. (In Parents' magazine, Dec. 1954, p.4) Appl. author: J. Walter Thompson Co. © 24Nov54; KK103302.

Colgate - Dr. West's twin star money-saving offer. Colgate dental cream; Dr. West's Miracle-Tuft toothbrush. (In Life, May 16, 1955, p.52-53) Appl. author: J. Walter Thompson Co. © 13May55; KK107056.

Colgate-Dr. West's twin star offer. Dr. West's Miracle-Tuft toothbrush; Colgate dental cream. (In Life, May 23, 1955, p.6) Appl. author: J. Walter Thompson Co. © 20May55; KK107975.

Free, with a Dr. West's child's or youth's brush, Dennis the Menace coloring book. Toothbrush. (In Parents' magazine, May 1955, p.4) Appl. author: J. Walter Thompson Co. © 25Apr55; KK106323.

Made to fit, protected by glass. Dr. West's Miracle-Tuft toothbrush. (In Life, Nov. 29, 1954, p.8) Appl. author: J. Walter Thompson Co. © 26Nov54; KK103301.

When nature gets out of line. Dr. West's Miracle-Tuft toothbrushes. (In Parents' magazine, Jan. 1955, p.4) Appl. author: J. Walter Thompson Co. © 24Dec54; KK104828.

WEINBERG (HAROLD) INC. ©

Bantam Wate, all wool fabrics. Patchwork tweeds. Label. Appl. author: Harold Weinberg. © 16Mar55; KK106711.

WEINTRAUB BROS. & CO. ©

Salute. Uniforms. Folder. v.11, no. 1. © 15Jan55; KK104331. 2. © 17Feb55; KK104878. 3. © 28Mar55; KK106755.

Salute. Uniforms. Folder. v.11, no. 4. © 27May55; KK107703.

WELCO MANUFACTURING CO.

Now create new walls and new ceilings. Wel-Cote Text, interior texture finish. Color card. Appl. author: John Leiter. © Welco Manufacturing Co., Inc.; 26Apr55; KK107154.

WELCO SHOE CORP. ©

Dear Mr. Wellco: Saw your ad about a hot package deal on Wellco Foamtreads ... (In Footwear news, Jan. 7, 1955, p.10) © 7Jan55; KK103287.

Mom, you don't know what you're missing. Wellco Foamtreads. (In Parents' magazine, May 1955, p.121) © 1May55; KK106305.

One pair, or another 3 million pairs, from now, no retailer will ever have to take 1¢ in markdowns on the Slacktator. Wellco Foamtreads. (In Footwear news, Feb. 18, 1955, p.20) © 18Feb55; KK104549.

WELLS BLUE BUNNY CO. ©

Blue Bunny vanilla ice cream. One half gallon liq. Label. Appl. author: Wallace M. Miller. © 1Mar55; KK104882.

WELSH, MARGARET E. d.b.a. MAGGI-SHELF CO. SEE Maggi-Shelf Co.

WEMBLEY, INC. ©

Coast to coast, Nor-East solids, by Wembley, first name in tie fashion. (In Daily news record, Mar. 4, 1955, p.15) Appl. author: Fitzgerald Advertising Agency. © 4Mar55; KK106844.

Complete neckwear line stocked and shipped from Los Angeles. (In California men's & boys' stylist, Feb. 1955, p.4-5) Appl. author: Fitzgerald Advertising Agency. © 1Feb55; KK104551.

Embroidered Nor-East. Wembley neckties. (In Look, May 3, 1955, p.58) Appl. author: Fitzgerald Advertising Agency. © 22Mar55; KK106055.

Fashion forecast: embroidered Nor-East squares, by Wembley. Neckties. (In Daily news record, Feb. 14, 1955, p.26) Appl. author: Fitzgerald Advertising Agency. © 14Feb55; KK104436.

Fashion forecast: Mint, by Wembley. Neckties. (In Daily news record, Feb. 16, 1955, p.19) Appl. author: Fitzgerald Advertising Agency. © 16Feb55; KK104435.

Fashion forecast: Pink and Charcoal Web, by Wembley. Neckties. (In Daily news record, Feb. 17, 1955, p.22) Appl. author: Fitzgerald Advertising Agency. © 17Feb55; KK104438.

Fashion forecast: Slims, by Wembley. Neckties. (In Daily news record, Feb. 15, 1955, p.27) Appl. author: Fitzgerald Advertising Agency. © 15Feb55; KK104437.

The fashion is mint. Wembley, first name in tie fashion. (In The New York times magazine, May 1, 1955, p.42) Appl. author: Fitzgerald Advertising Agency. © 1May55; KK106847.

Fashion's favorite is pink. Wembley, first name in tie fashion. (In Esquire, Apr. 1955, p.136) Appl. author: Fitzgerald Advertising Agency. © 10Mar55; KK104973.

Fashion's newest color favorite: Tangerine, by Wembley. Neckties. (In Men's wear, Apr. 8, 1955, p.9) Appl. author: Fitzgerald Advertising Agency. © 8Apr55; KK106846.

- For your important male, embroidered linen ties, by Wembley. (In Mademoiselle, June 1955, p.22) Appl. author: Fitzgerald Advertising Agency. © 29May55; KK107940.
- High style pink, now blends with brown or blue or black. Wembley, first name in tie fashion. (In Chicago Tribune magazine, June 5, 1955, p.20) Appl. author: Fitzgerald Advertising Agency. © 5Jun55; KK107939.
- Neckwear's best known personality, Bud Lewine, joins neckwear's best known firm, Wembley... (In Daily News record, Mar. 29, 1955, p.29) Appl. author: Fitzgerald Advertising Agency. © 29Mar55; KK107294.
- Pink, mint, tangerine, all new for father. Neckties. (In Look, May 31, 1955, p.103) Appl. author: Fitzgerald Advertising Agency. © 17May55; KK107155.
- Pink still heads the fashion parade. Neckties. (In Men's wear, Mar. 11, 1955, p.5) Appl. author: Fitzgerald Advertising Agency. © 11Mar55; KK105367.
- The slim look is smart. Wembley, first name in tie fashion. (In Esquire, May 1955, p.14) Appl. author: Fitzgerald Advertising Agency. © 7Apr55; KK106054.
- There's a color for every customer in these new Wembley Nor-East solids. Neckties. (In Esquire's apparel arts, Feb. 1955, p.14-15) Appl. author: Fitzgerald Advertising Agency. © 1Feb55; KK104087.
- Wembley's color-styling makes sure you never miss a sale with Nor-East. Neckties. (In Esquire's apparel arts, Mar. 1955, p.16-17) Appl. author: Fitzgerald Advertising Agency. © 1Mar55; KK105158.
- We've combined newest colors and famous Nor-East quality in Wembley embroideries. Neckties. (In Men's wear, Mar. 25, 1955, p.40-41) Appl. author: Fitzgerald Advertising Agency. © 25Mar55; KK106845.
- WENDT, IVAR. © Pacific Pearl, Mandarin oranges in light syrup. Net weight 11 ozs. avoird. Label. © 12Dec54; KK104026.
- WEN-MAC CORP. © Historical miniature, roaring out of the pages of American history. Wen-Mac Iron Horse construction kit quickly and easily assembled from finished plastic parts. Item no.5502-98. Sheet. © 4Feb55; KK103992.
- Wen-Mac automatic self-starter .049 engine instruction pamphlet. Model aircraft engine. Folder. © 15Apr55; KK107337.
- You assemble it. Wen-Mac USAF-Northrop X-4, an exciting flying model of the famous sonic jet wing. Sheet. © 1Feb55; KK103993.
- WERNER, GEORGE d.b.a. WERNER PAINT & WALLPAPER CO. SEE Werner Paint & Wallpaper Co.
- WERNER PAINT & WALLPAPER CO. New blond-wood finishes from dark to light without removing the old finish. Contents one pint. Label. © George Werner d.b.a. Werner Paint & Wallpaper Co.; 8Nov54; KK103473.
- WESTERN CONDENSING CO. © Extra grow power for slop-feeding hogs. Peebles' Hog Fare. Folder. Appl. author: Clare Atwood. © 15Mar55; KK105820.
- New feeding facts from Peebles' Research Farms. Super Calf-Kit milk replacer. Livestock feed. Folder. Appl. author: Clare Atwood. © 10Feb55; KK104893.
- WESTERN LUMBER CO. A get acquainted offer, bring this card. Westy Western. Appl. author: John D. Sullivan. © Western Lumber Co. (in notice: Point Loma Lumber Co., a Western Lumber Co. branch yard); 12Oct54; KK105179.
- WESTERN TABLET & STATIONERY CORP. © So you like blue. Colorscope stationery reflects your personality, color styled, by Faber Birren. 36 sheets; 24 envelopes. Label. Appl. author: Western Tablet & Stationery Corp., employer for hire. © 4May55; KK107657.
- So you like green. Interpret your tastes with Colorscope stationery, color styled, by Faber Birren. 36 sheets; 24 envelopes. Label. Appl. author: Western Tablet & Stationery Corp., employer for hire. © 4May55; KK107659.
- So you like grey. Reflect your personality with Colorscope stationery, color styled, by Faber Birren. 36 sheets; 24 envelopes. Label. Appl. author: Western Tablet & Stationery Corp., employer for hire. © 4May55; KK107658.
- So you like purple. Colorscope stationery, color styled, by Faber Birren. 36 sheets; 24 envelopes. Label. Appl. author: Western Tablet & Stationery Corp., employer for hire. © 4May55; KK107654.
- So you like red. Express your personality with Colorscope stationery, color styled, by Faber Birren. 36 sheets; 24 envelopes. Label. Appl. author: Western Tablet & Stationery Corp., employer for hire. © 4May55; KK107656.
- So you like yellow. Express your personality with Colorscope stationery, color styled, by Faber Birren. 36 sheets; 24 envelopes. Label. Appl. author: Western Tablet & Stationery Corp., employer for hire. © 4May55; KK107655.
- WHITE PRODUCTS CORP. © Hot water means more money in my pocket... White Water-Hotter, automatic water heaters, electric or gas. (In Successful farming, Apr. 1953, p.140) Appl. author: F. A. Harper. © 25Mar53; KK106776.
- WHITE SEWING MACHINE CORP. © The gift that answers every sewing need, every budget, White sewing machine. (In Ladies' home journal, Dec. 1954, p.105) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Nov54; KK104488.
- WHITEHALL PHARMACAL CO. © Asthma formula used most by doctors, now available without prescription. Primatene. (In Wisconsin State Journal, Madison, Wis., Nov. 17, 1954, section 2, p.3) Appl. author: Emile L. Frisard. © 17Nov54; KK105160.
- Case no.4 Diagnosis: Arthritis. Medication: Benefax. Results: Pain relief for 5 hrs. Medicinal preparation, analgesic cream. (In The Tribune-democrat, Johnstown, Pa., Feb. 9, 1955, p.24) Appl. author: John R. Kelly. © 9Feb55; KK105672.
- Case no.4. Diagnosis: Arthritis. Results: Pain relief for 5 hours. Benefax. Medicinal preparation, analgesic cream. (In The Evening bulletin, Philadelphia, Feb. 2, 1955, p.16F) Appl. author: John R. Kelly. © 2Feb55; KK105111.
- Case no.23. Diagnosis: Muscle strain. Results: Pain relief for 24 hours. Benefax. Medicinal preparation, analgesic cream. (In The Cleveland press, Feb. 28, 1955, p.11) Appl. author: John R. Kelly. © 28Feb55; KK105113.
- Doctors call warts tiny little tumors. New compound removes warts without cutting or burning. Compound W. (In The Terre Haute Tribune, Terre Haute, Ind., Apr. 20, 1955, p.2) Appl. author: Bernard D. Kahn. © 20Apr55; KK107201.
- Doctor's new discovery helps move sore muscles, stiff joints with amazing new freedom. Benefax. Medicinal preparation, analgesic cream. (In The Clarksburg exponent, Clarksburg, W. Va., Feb. 3, 1955, p.11) Appl. author: John R. Kelly. © 3Feb55; KK105112.
- Doctors now prescribe special type laxative for hemorrhoid sufferers. Petro-Syllium. (In The Terre Haute Tribune, Terre Haute, Ind., Nov. 15, 1954, p.6) Appl. author: David Grayson. © 15Nov54; KK107887.
- Doctors tell mothers warts should be removed. New compound removes warts without cutting or burning. Compound W. (In The Peoria star, Peoria, Ill., Apr. 20, 1955, p.A-19) Appl. author: Bernard D. Kahn. © 20Apr55; KK107198.
- New amazing cold tablet stops runny nose, clears head in minutes. Guards cold tablets. (In Binghamton press, Binghamton, N. Y., Feb. 11, 1955, p.9) Appl. author: Florence O'Brien. © 11Feb55; KK104272.
- New amazing tablet breaks up cold miseries the first day. Guards cold tablets. (In New York Journal-American, Jan. 25, 1955, p.26) Appl. author: Florence O'Brien. © 25Jan55; KK104271.
- New amazing tablet breaks up miseries of your cold the first day. Guards cold tablets. (In The Knickerbocker news, Albany, Feb. 1, 1955, p.A-13) Appl. author: Florence O'Brien. © 1Feb55; KK104274.
- New amazing tablet guaranteed to break up cold miseries the first day. Guards cold tablets. (In The Knickerbocker news, Albany, Jan. 25, 1955, p.6-A) Appl. author: Florence O'Brien. © 25Jan55; KK104275.
- New amazing tablet helps dry up runny nose from a cold in minutes. Guards cold tablets. (In The Knickerbocker news, Albany, Feb. 4, 1955, p.B-3) Appl. author: Florence O'Brien. © 4Feb55; KK104273.
- New compound removes warts without cutting or burning. Doctors develop new formula to make warts vanish. Compound W. (In The Evening news, Harrisburg, Pa., Apr. 20, 1955, p.14) Appl. author: Bernard D. Kahn. © 20Apr55; KK107199.

WHITEHALL PHARMACAL CO. © Cont'd.
New loveliness 'round the clock with rouge. Heather. (In Woman's home companion, Oct. 1954, p.125) Appl. author: Regina Meany. © 22Sep54; KK103978.

New way to relieve aches and congestion of chest colds. InfraRUB. Medicinal preparation, analgesic cream. (In The Terre Haute tribune, Terre Haute, Ind., Feb. 17, 1955, p.9) Appl. author: Eugene F. Whelan, Jr. © 17Feb55; KK105159.

New way to relieve backache, without plasters, pads, pills. InfraRUB. Medicinal preparation, analgesic cream. (In The Post-Standard, Syracuse, N. Y., Mar. 9, 1955, p.16) Appl. author: Eugene F. Whelan, Jr. © 9Mar55; KK105038.

New way to relieve pain of arthritis, rheumatism: warmth from deep within. InfraRUB. Medicinal preparation, analgesic cream. (In The Grand Rapids Press, Feb. 9, 1955, p.14) Appl. author: Eugene F. Whelan, Jr. © 9Feb55; KK104657.

New way to relieve pain of neuritis, neuralgia, muscular aches without pills. InfraRUB. Medicinal preparation, analgesic cream. (In The Springfield daily news, Springfield, Mass., Mar. 9, 1955, p.18) Appl. author: Eugene F. Whelan, Jr. © 9Mar55; KK105670.

Put your best face fore-ward with the minute-quick magic of rouge. Heather. (In Woman's home companion, Feb. 1955, p.87) Appl. author: Regina Meany. © 20Jan55; KK103790.

Science develops astounding new safe relief from pain of rheumatoid arthritis. Duplexin. (In The Evening news, Harrisburg, Pa., Jan. 10, 1955, p.6) Appl. author: Florence O'Brien. © 10Jan55; KK105671.

Science learns how to stop asthma attacks. Primatene. (In The Knoxville journal, Knoxville, Tenn., Nov. 23, 1954, p.2) Appl. author: David Grayson. © 23Nov54; KK105161.

Science now removes warts without cutting or burning. Doctors develop new compound to make warts vanish. Compound W. (In The South Bend tribune, South Bend, Ind., Apr. 20, 1955, p.12) Appl. author: Bernard D. Kahn. © 20Apr55; KK107200.

A significant advancement in man's battle against pain. Buffered Anacin. Medicinal analgesic and antacid preparation. (In The Florida times-union, Feb. 15, 1955, p.5) Appl. author: Guild Copeland. © 15Feb55; KK105047.

Special type laxative for hemorrhoid sufferers ends painful elimination. Petro-Syllium. (In Daily Hampshire gazette, Northampton, Mass., May 18, 1955, p.8) Appl. author: Emile L. Frisard. © 18May55; KK107285.

Special type laxative now prescribed by doctors for hemorrhoid sufferers ... Petro-Syllium. (In Grand Rapids press, Nov. 12, 1954, p.39) Appl. author: David Grayson. © 12Nov54; KK107888.

Tells how to stop runny nose, clear up head in minutes. Guards cold tablets. (In The Knickerbocker news, Albany, Jan. 28, 1955, p.6-A) Appl. author: Florence O'Brien. © 28Jan55; KK104276.

Today's health news: Confirms report of safe, new, medical discovery to relieve arthritis pain faster. Duplexin. (In The South Bend tribune, South Bend, Ind., Jan. 17, 1955, p.5) Appl. author: Florence O'Brien. © 17Jan55; KK106373.

Today's health news: Nation's leading authorities on arthritis use this type treatment to relieve pain. Duplexin. (In The South Bend tribune, South Bend, Ind., Jan. 10, 1955, p.2) Appl. author: Florence O'Brien. © 10Jan55; KK105887.

What to do when you're feeling headachy all over. Duplexin. (In The Evansville press, Evansville, Ind., Mar. 9, 1955, p.7) Appl. author: Eugene F. Whelan, Jr. © 9Mar55; KK105037.

WHITEY'S DONUT CO. ©
Peter Pan old fashioned Meadow Maid donuts. Six for 30¢. Label. © 4Mar55; KK104602.

WHITMAN (STEPHEN F.) & SON, INC. ©
Sampler. The world's most beloved chocolates, now only \$2.00 a pound. (In The Saturday evening post, Mar. 5, 1955, p.16) Appl. author: Young & Rubicam, Inc. © 1Mar55; KK107603.

Your valentine is hoping for Whitman's. Sweet sight for a sweetheart's eyes, luscious Whitman chocolates ... (In Life, Feb. 7, 1955, p.129) Appl. author: Young & Rubicam, Inc. © 4Feb55; KK106119.

Your valentine is hoping for Whitman's. Whitman's makes the world's best loved box of chocolates. (In The Saturday evening post, Feb. 5, 1955) Appl. author: Young & Rubicam, Inc. © 1Feb55; KK106120.

WHITMAN PUB. CO. ©
Kentucky Derby, racing game. Deluxe plastic set with spinner. No. 5653:198. Label. © 27Aug54; KK102950.

WICHITA PRECISION TOOL CO., INC. ©
Ahh-hh-h, choo, if you had a cold, your pillow still does. Your pillow cleaned ... by Pil-O-Bar. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 14May55; KK106917.

The case of the dirty pillow, by Detective Pil-O-Bar. Pillow cleaner. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 14May55; KK106915.

Have your pillows gone stale? Pil-O-Bar, pillow renovator. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 27May55; KK107719.

How wonderful to sleep on nice clean sheets. What about your pillow? When was it last cleaned? Pillows cleaned ... by Pil-O-Bar. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 14May55; KK106916.

Pillows cleaned, fluffed, deodorized, by Pil-O-Bar, better than new. Label. Appl. author: R. J. Burke Advertising, Inc. © 14May55; KK106914.

WICK, FRANCIS M., proprietor, INDUSTRIAL SHREDDER & CUTTER CO. SEE Industrial Shredder & Cutter Co.

WILCOX-CRITTENDEN DIVISION, NORTH & JUDD MANUFACTURING CO. SEE North & Judd Manufacturing Co.

WILHELM (A.) CO. ©
Smart enamel buyers know there's none better than beautiful Superply enamel. (In The Saturday eve-

ning post, May 21, 1955, p.6) Appl. author: Meldrum & Fewsmith, Inc. © 17May55; KK107121.

WILKINS, JOSEPH ARON.
You're hungry? May we suggest ... SEE Eiland, Hannah.

WILLIAMS, ESTUL L.
Shine Boy, shoe shine finish, for most brilliant shines only. Contents 4 fluid ounces. Label. © Estul Lewis Williams; 1Jan55; KK103232.

WILLIAMSON-DICKIE MANUFACTURING CO. ©
America's most popular work clothes. Dickies. (In Life, Mar. 8, 1954, p.133) Appl. author: Albert Evans, Jr. © 8Mar54; KK107367.

Dickies Action-Fitted work clothes, if you reach, stoop, bend. (In Life, June 20, 1955, p.102) Appl. author: Albert Evans, Jr. © 20Jun55; KK108096.

Dig this style, match your steady for Easter and spring ... Peg slack Steadies. (In Seventeen, Apr. 1955, p.50) Appl. author: Albert Evans, Jr. © 1Apr55; KK107745.

Get Dickies, job-matched work clothes, wear-approved by millions for better looks, for longer wear, for neater fit, for easier action. (In Life, May 23, 1955, p.157) Appl. author: Albert Evans, Jr. © 23May55; KK107238.

WILLIAMSON HEATER CO. ©
The low cost of keeping cool with Williamson Waterless Airrefrigeration. Folder. Appl. author: C. M. Spicer. © 17Jan55; KK104214.

WILLIS (STEVE) MOTORS, INC. ©
Tradin? Figure your own deal on a '55 Ford. Folder. Appl. author: Stephen P. Willis. © 11Dec54; KK103055.

WILLISON, PHILIP C. d.b.a. CHIP STEAK CO. OF OREGON. SEE Chip Steak Co. of Oregon.

WILSON (FRANK) HOME REMEDY. ©
Diabetes remedy. Herb liquid. Label. Appl. author: Bruno Zaffin. © 15Apr55; KK107641.

WILSON, GERTRUDE F. & HENRIETTA BREBBIA, composing the partnership of BE-TRUE GAMES. SEE Be-True Games.

WILSON (THOMAS C.) INC. ©
New Wilson condenser tube inserts. Bulletin 500-A. Folder. Appl. author: Jess H. Cloud. © 29Apr55; KK107122.

Wilson boiler tube cleaners and expanders. Sheet. Appl. author: Jess H. Cloud. © 29Apr55; KK106586.

WILSON RUBBER CO., a division of BECTON, DICKINSON & CO. SEE Becton, Dickinson & Co.

WINANT, WILLIAM A., III.
The sportsmen's bazaar; fine gifts for sportsmen ... Boxes. Label. © William Alfred Winant, III; 5May55; KK107117.

WINTHROP-STEARNs, INC. ©
Comments on the physiology of the upper respiratory tract. Neo-Synephrine Hydrochloride. Pharmaceuticals. Sheet. © 13Jan55; KK103382.

WIRE REINFORCEMENT INSTITUTE, INC. ©
Reinforced with welded wire fabric. Pamphlet. Appl. author: Donald McGlashen Gehring. © 26Apr55; KK107747.

WIREMOLD CO. ©

Wiremold business builder. Oct. 1954. Here's your opportunity ... Plug Plugmold. Electrical equipment. Folder. Appl. author: Julian Gross. © 10Oct54; KK105909.

WISCONSIN RESTAURANT ASSN.

Be my guest for dinner. Card. © E. A. Conforti, executive secretary & George F. Mader, president, Wisconsin Restaurant Assn.; 2May55; KK107467.

WISE (WILLIAM H.) & CO., INC. ©

Dear Friend: ... Giant revolving-disk star finder ... Pictorial atlas of beautiful America. John J. Crawley. Sheet. Appl. author: Roy Hubbard. © 14Mar55; KK104925.

Dear Friend: How would you like to travel ... Pictorial atlas of beautiful America ... John J. Crawley. Sheet. Appl. author: Roy Hubbard. © 14Mar55; KK104924.

Dear Friend: Will you take a moment to answer ... Pictorial atlas of beautiful America ... John J. Crawley. Sheet. Appl. author: Roy Hubbard. © 14Mar55; KK104926.

Enjoy happy holidays the whole year round. Hammond's Guided tours of America in pictures. Book. Appl. author: Roy Hubbard. © 27May55; KK107748.

How to landscape your home ... A Wise book. Sheet. Appl. author: Roy Hubbard. © 6Jan55; KK103219.

Your home can be more beautiful. Amazing new book shows how anyone can repair and modernize upholstered furniture ... Folder. Appl. author: Roy Hubbard. © 24Jan55; KK104923.

WISH PRINTED ADVERTISING. ©

Heisdorf & Nelson farm ... Egg cost calculator. Feed. Card. Appl. author: Milton Wish. © 5Jan55; KK104281.

WISS (J.) & SONS CO. ©

How to make a cavalier collar cuff-set and butterfly belt with Wiss pinking shears. Pattern no.125. Appl. author: Ellington & Co., Inc. © 15Mar55; KK105617.

How to make a garden apron and kneeling pad with Wiss pinking shears. Pattern no.128. Appl. author: Ellington & Co., Inc. © 22Apr55; KK106192.

How to make felt flowers with Wiss pinking shears. Pattern no.124. Appl. author: Ellington & Co., Inc. © 18Feb55; KK104845.

How to make golf club mitts, a tee bag and a tee caddy with Wiss pinking shears. Pattern no.126. Appl. author: Ellington & Co., Inc. © 22Apr55; KK106193.

The Wiss pinker fashions pixie cap. Pattern no.127. Shears. Appl. author: Ellington & Co., Inc. © 17Feb55; KK104846.

WITHROW (ARTHUR C.) CO. ©

Another Arthur C. Withrow lubricant of distinction. Moly-Dee, friction's greatest enemy. Label. Appl. author: Arthur C. Withrow. © 21Dec54; KK103262.

WITTSTATT'S.

Mr. Radiator, his troubles and cures. Auto radiator service. Folder. Appl. author: Ralph Emmett Wainwright. © James L. Ewin & Ralph E. Wainwright d.b.a. Wittstatt's; 20Feb54; KK103445.

WOLVERINE TUBE DIVISION, CALUMET & HECLA, INC. SEE Calumet & Hecla, Inc.

WOMAN'S DAY, INC. ©

She goes out to get Woman's day because Woman's day goes all out to bring her the best in features for her family. [The A & P] magazine. (In The New Yorker, June 18, 1955, p.42-43) © 16Jun55; KK108019.

She wants to go out to get Woman's day because Woman's day goes all out to bring her the best in do-it-yourself. [The A & P] magazine. (In The New Yorker, Mar. 26, 1955, p.62-63) © 24Mar55; KK105788.

She wants to go out to get Woman's day because Woman's day goes all out to bring her the best in fashions. [The A & P] magazine. (In The New Yorker, Feb. 19, 1955, p.66-67) © 17Feb55; KK104299.

She wants to go out to get Woman's day because Woman's day goes all out to bring her the best in food features. [The A & P] magazine. (In The New Yorker) © 23Apr55; KK106445.

She's got to go out to get Woman's day because Woman's day goes all out to bring her the best of today's top writers. [The A & P] magazine. (In The New Yorker, May 21, 1955, p.53-55) © 19May55; KK107082.

She's got to go out to get Woman's day, the A & P magazine. [Dressing-room scene] (In The New Yorker, Feb. 19, 1955, p.65) © 17Feb55; KK104298.

She's got to go out to get Woman's Day, the A & P magazine. [Small boy using telephone] (In The New Yorker, Jan. 29, 1955, p.50-51) © 27Jan55; KK103699.

She's got to go out to get Woman's day, the A & P magazine. [Snow scene, woman & two children] (In The New Yorker, Jan. 1, 1955, p.34-35) © 29Dec54; KK102835.

She's got to go out to get Woman's day, the A & P magazine. [Woman adjusting stove; child tugging at her coat] (In The New Yorker) © 23Apr55; KK106446.

She's got to go out to get Woman's day, the A & P magazine. [Woman walking out; man & carpentry equipment in the background] (In The New Yorker, Mar. 26, 1955, p.61) © 24Mar55; KK105272.

WOOD (ALBERT) & FIVE SONS, INC. ©

Chapel detail, the Congregational Church of Manhasset, New York. Sculptural carvings. Sheet. Appl. author: Meyer Wood. © 22Jun55; KK107956.

WOOD, H. G. d.b.a. ORGANIC SOIL CO. SEE Organic Soil Co.

WOOD PRESERVA-PRODUCTS.

Preserva-Life, a heavy duty emulsified wood preserving compound for the preservation of wood in contact with the ground. Label. Appl. author: William K. Wood. © James Robert Tully d.b.a. Wood Preserva-Products; 9Nov54; KK104220.

Wood Preserva-Stik. Wood preserving chemicals. Label. Appl. author: William K. Wood. © James Robert Tully d.b.a. Wood Preserva-Products; 4Aug54; KK104495.

WOODRUFF, OLIN O. d.b.a. PARAMOUNT PACKING CO. SEE Paramount Packing Co.

WOODSIDE, TOM d.b.a. WOODSIDE CO. SEE Woodside Co.

WOODSIDE CO.

Fielden Furniture Co. Hope Chest club. Card. © Tom Woodside d.b.a. Woodside Co.; 1Jun55; KK107138.

WOOLMAN, LOUIS S. SEE Woolman, Mary Rezeau.

WOOLMAN, MARY REZEAU.

Beach Comber's treasure chest. Gemstones in clam shell. Label. © Mary Rezeau Woolman & Louis S. Woolman; 28May55; KK107263.

WORMSER HAT STORES, INC.

So smart, he doesn't want to take it off. So light, he hardly knows it's on. Man with hat on in barber chair. Drawn by Jeff Keate. © Wormser Hat Stores, Inc. (in notice: Wormser Hat Co., Inc.); 16Aug54; KK104876.

So smart, he doesn't want to take it off. So light, he hardly knows it's on. Man with hat on in bath tub. Drawn by Jeff Keate. © Wormser Hat Stores, Inc. (in notice: Wormser Hat Co., Inc.); 16Aug54; KK104875.

WORTHINGTON FOODS, INC. ©

Entree prepared with gravy. Contents 1 lb. 4 oz. Vegetarian substitute for meat main course. Label. Appl. author: Allen R. Buller. © 9Mar55; KK105233.

WOYCHUK, N. A. ©

Fire game. Cross Pub. Co. Label. © 25Mar55; KK105635.

WRIGHT & MCGILL CO. ©

Big fish go after Two-Way snelled hook spinners. Circular NL555. Folder. Appl. author: Stanley M. Wright. © 13Apr55; KK105856.

The feel of a Wright & McGill Granger built tubular glass fly rod in the hands of your customers spells satisfaction and sales. Circular NL-855. Folder. Appl. author: Stanley M. Wright. © 27May55; KK107818.

Here is your window streamer featuring Eagle Claw cfish hooks. WB-1. Appl. author: Stanley M. Wright. © 4May55; KK106854.

Here is your window streamer featuring 5L monofilament nylon line. WB-2. Fishing lines. Appl. author: Stanley M. Wright. © 4May55; KK106680.

Now it's easy to cast way out where the big fish feed. New Fre-Line spinning reel. Circular NL-655. Folder. Appl. author: Stanley M. Wright. © 27May55; KK107817.

Now, you can cast way out where the big fish feed. Circular 7SL-1. Spinning reels. Folder. Appl. author: Stanley M. Wright. © 29Mar55; KK105660.

Satisfied customers, repeat sales are yours if you feature the finest quality popular priced fishing rods, custom made for your customers by Wright & McGill. Circular NL455. Folder. Appl. author: Stanley M. Wright. © 13Apr55; KK105852.

The surest way to build your tackle sales is to have a plentiful supply and to feature Wright & McGill Eagle Claw snelled hooks. Circular NL355. Folder. Appl. author: Stanley M. Wright. © 24Feb55; KK104843.

Wright & McGill, makers of world famous fishing tackle. CSH-155. Folder. Appl. author: Stanley M. Wright. © 15Dec54; KK103242.

Wright & McGill Miracle Minnows with erratic, side to side swimming action, catch more fish. Circular NL-755. Folder. Appl. author: Stanley M. Wright. © 27May55; KK107819.

Wright & McGill offers new, low prices for 1955 on Limberline, type 5L nylon monofilament.

WRIGHT & MCGILL CO. © Cont'd.
Circ. 55Cl. Fishing lines and fishing leaders. Folder.
Appl. author: Stanley M. Wright.
© 31Dec54; KK103036.
Wright & McGill stream & lake spinning reel. NL255. Folder. Appl. author: Stanley M. Wright.
© 20Jan55; KK103486.

WRITE SHOPS, INC. ©
For better lights, buy the right flint for your lighter. W S I flint chart. A combined closure flap and display standard with containers of lighter flints. Label. Appl. author: John Yellman Hicks. © 20Oct53; KK102970.
New, W S I Flint Kit. Compact self-selling display offers the right flint for every lighter made. Sheet. Appl. author: John Yellman Hicks. © 30Nov54 (in notice: 1953); KK102924.
W S I flint chart, buy the right flint for your lighter for better lights. A combined closure flap and display standard and container containing boxes of lighter flints. Label. Appl. author: John Yellman Hicks. © 30Nov54 (in notice: 1953); KK102925.

WYLER & CO. ©
Chicken noodle soup; a ready soup mix. 2 packages, net weight 2 oz. each. Label. Appl. authors: Arma S. Wyler & Penson & Tuttle. © 7Feb55; KK104180.
Chicken rice soup; a ready soup mix. 2 packages, net weight 2 oz. each. Label. Appl. authors: Arma S. Wyler & Penson & Tuttle. © 7Feb55; KK104181.
Imitation cherry flavor. Wyler's Kold Kup drink mix ... 3 ounces net weight. Soft drink powder. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 2May55 (in notice: 1953); KK106832.
Lemon drink mix. Prepared powder for making a lemon drink. Large display carton. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 23Feb55; KK106835.
Lemon drink mix. Prepared powder for making a lemon drink. Small display carton. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 23Feb55; KK106833.
Lemonade mix. Prepared powder for making a lemon drink. Large display carton. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 27Jan55; KK106834.
Natural flavor, lemon drink mix. Wyler's. Prepared powder. 3 ounces net weight. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 5Aug54; KK106205.
Onion soup, a ready soup mix. Net wt. 1 1/4 oz. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 30Oct49; KK107063.
Pure garlic powder. Display carton. Label. Appl. author: Arma S. Wyler. © 18Dec44; KK107061.
Pure onion powder. Carton. Label. Appl. author: Arma S. Wyler. © 15Jul46 (in notice: 1944); KK107734.
Soup greens. Dehydrated mixed vegetables. Large display box. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 5Sep49; KK107062.
Soup greens. Dehydrated mixed vegetables. Small display box. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 6Sep51; KK107064.

Soup greens. Net weight 7/8 oz. Dehydrated mixed vegetables. Cellophane envelope. Label. Appl. author: Arma S. Wyler & Norbert Schwarz. © 5Sep49; KK107060.

Y

YANCEY CO. ©
Best front in town, the beautiful, rugged, all-aluminum, Yancey screen door. (In Sunset, Apr. 1955, p.135) Appl. author: Joel H. Yancey. © 23Mar55; KK106037.
YEOMANS BROS. CO. ©
Model CD cellar drainer. Leaflet 3260. Appl. author: Jeanne Meredith Porter. © 3Feb55; KK106106.
YOGG & CO. ©
These professionally designed newspaper advertisements ... Mats are available ... Folder. © 28Feb55; KK104849.
YORK, FLOYD RALPH, HAZEL ALICE YORK & SHARON ANN YORK d.b.a. RAYCO PRODUCTS. SEE Rayco Products.
YORK, HAZEL ALICE, FLOYD RALPH YORK & SHARON ANN YORK d.b.a. RAYCO PRODUCTS. SEE Rayco Products.
YORK, PERCY J. ©
Magic fish worm catcher. Label. © 15Feb55; KK104558.
YORK, SHARON ANN, FLOYD RALPH YORK & HAZEL ALICE YORK d.b.a. RAYCO PRODUCTS. SEE Rayco Products.
YOUNGS RUBBER CORP. ©
Guardian Handilube. No.500. [Contents] 3. Prophylactic rubber goods. Label. Appl. author: Merle L. Youngs. © 22Dec54; KK104553.

Z

ZELL, ROBERT M. d.b.a. PLUMB SHOP.
SEE Plumb Shop.
ZENITH RADIO CORP. ©
Ask for a Zenith, get true fidelity. Cobra-Matic record changer. (In Seventeen, Dec. 1954, p.10) Appl. author: Young & Rubicam, Inc. © 1Dec54; KK104236.
Bring the musician right into your room. Phonographs. (In Film daily, Oct. 27, 1954, p.3) Appl. author: Young & Rubicam, Inc. © 27Oct54; KK105604.
Christmas gifts should be different. Give the radio with the big difference - Zenith. (In Collier's, Dec. 10, 1954, p.101) Appl. author: Young & Rubicam, Inc. © 26Nov54; KK104239.
Daringly new, in styling, in performance, in value, Trend-Setter TV, by Zenith. (In The Saturday evening post, Feb. 26, 1955, p.48-49) Appl. author: Young & Rubicam, Inc. © 22Feb55; KK107608.
Demonstrate perfect pitch and tempo every time ... Zenith high fidelity phonographs ... (In Record & sound retailing, Mar. 1955, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 1Mar55; KK107613.
Enrich your life with the very finest in home entertainment. The Zenith Stratosphere, 27" TV-radio-phonograph combination. (In WEFM, Dec. 1954, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 16Nov54; KK104244.
The further out you live, the more important it is to get Zenith TV. (In Progressive farmer, Oct. 1954, p.104) Appl. author: Young & Rubicam, Inc. © 15Sep54; KK103182.
Give him the world this Christmas. Zenith super deluxe Trans-Oceanic ... shortwave portable radio. (In Holiday, Dec. 1954, p.176) Appl. author: Young & Rubicam, Inc. © 11Nov54; KK104238.
A handful of radio, a roomful of Zenith tone and only \$19.95 up. (In The Saturday evening post, Mar. 19, 1955, p.6) Appl. author: Young & Rubicam, Inc. © 15Mar55; KK107610.
How far do you live from a TV station? Zenith television: Model X & the Royalette. (In Farm journal, Dec. 1954, p.7) Appl. author: Young & Rubicam, Inc. © 16Nov54; KK104237.
Important date for TV dealers. (In NARDA, 1955, p.24) Appl. author: Young & Rubicam, Inc. © 2Jan55; KK107607.
It dares to be different and you'll love it. Trend-Setter TV, by Zenith. (In Collier's, Mar. 18, 1955, p.13) Appl. author: Young & Rubicam, Inc. © 3Mar55; KK107609.
It's as far ahead as it looks. The new Zenith Royalette with Top Tuning. TV. (In WEFM program, Nov. 1954, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 19Oct54; KK103187.
Jeweler's specials, all-new Zenith radios. (In The Jewelers' Circular-keystone, Sept. 1954, p.40-41) Appl. author: Young & Rubicam, Inc. © 1Sep54; KK103184.
New TV, by Zenith, styled to express your good taste. Warwick. (In Townsfolk, Feb. 1955, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 15Feb55; KK107615.
New Zenith radios make any room a playroom for as little as \$19.95. (In The Saturday evening post, Sept. 25, 1954, p.106) Appl. author: Young & Rubicam, Inc. © 22Sep54; KK103178.
No other record player brings 'em to life like Zenith. Cobra-Matic phonograph. (In Seventeen, Nov. 1954, p.32) Appl. author: Young & Rubicam, Inc. © 1Nov54; KK104235.
Now, a Zenith clock radio that even tells the date. (In The Saturday evening post, Apr. 2, 1955, p.66) Appl. author: Young & Rubicam, Inc. © 30Mar55; KK107611.
Now, in a full console at only \$299.95, Zenith's revolutionary Top Tuning. Here's a set that'll really make you stand up and cheer. (In The Saturday evening post, Oct. 9, 1954, p.95) Appl. author: Young & Rubicam, Inc. © 6Oct54; KK103181.
Now, in a full console at only \$299.95, Zenith's revolutionary Top Tuning. The Saxony, Model R2257, 21" Cinébeam console TV with ... (In T. V. guide, Oct. 16, 1954, p.11) Appl. author: Young & Rubicam, Inc. © 13Oct54; KK103183.
Now, new Zenith FM-AM Super-Symphony has automatic frequency control. (In WEFM, Mar. 1955, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 18Feb55; KK107616.

Now, see the revolutionary new Zenith Model X with Top Tuning. TV. (In Film daily, Sept. 15, 1954, p.5) Appl. author: Young & Rubicam, Inc. © 15Sep54; KK104243.

Only Zenith puts the picture on the television screen with up to 20,000 volts of picture power. (In Retailing daily, Oct. 4, 1954, p.3) Appl. author: Young & Rubicam, Inc. © 4Oct54; KK105592.

Push a button, get a station. New Zenith table radio with push-buttons on top. (In Ladies' home journal, Oct. 1954, p.101) Appl. author: Young & Rubicam, Inc. © 30Sep54; KK104233.

The revolutionary, all new, different line of TV. Only Zenith has it. (In Electrical dealer, Sept. 1954, p.48-49) Appl. author: Young & Rubicam, Inc. © 25Aug54; KK105602.

See it, hear it, Zenith's brilliant new high fidelity phonograph - Zenith Super-phonics. (In Federation news, Sept. 4, 1954, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 4Sep54; KK103186.

6 brilliant new reasons why Zenith leads the world in portable radios. (In The Saturday evening post, May 22, 1954, p.140) Appl. author: Young & Rubicam, Inc. © 19May54; KK103176.

Smart scholars are going back with a Zenith musical roommate. (In Look, Sept. 7, 1954, p.15) Appl. author: Young & Rubicam, Inc. © 24Aug54; KK103177.

Sweet music to 20,000,000 people ... Zenith radio and television. (In U. S. news & world report, Nov. 19, 1954, p.41) Appl. author: Young & Rubicam, Inc. © 15Nov54; KK104242.

Take your pick of the pick of the field. Zenith, the royalty of radio, television and high fidelity. (In New York journal American, Nov. 21, 1954, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 21Nov54; KK103185.

Thousands of hard of hearing people were first to hear the news. Zenith hearing aids. (In U. S. news & world report, Nov. 5, 1954, p.49) Appl. author: Young & Rubicam, Inc. © 2Nov54; KK107604.

We taught the phonograph how to keep time and better high fidelity wasn't the only result. (In U. S. news & world report, Oct. 29, 1954, p.41) Appl. author: Young & Rubicam, Inc. © 25Oct54; KK104241.

Where in the world was the radio the Army wanted? (In Newsweek, July 5, 1954, p.6) Appl. author: Young & Rubicam, Inc. © 1Jul54; KK103175.

Your eyes won't believe your ears. Console tone in new table radios ... (In Ladies' home journal, Nov. 1954, p.191) Appl. author: Young & Rubicam, Inc. © 28Oct54; KK104234.

Zenith assures you of continuous true high fidelity ... Cobra-Matic record changer. (In WEFM program, Nov. 1954, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 19Oct54; KK103188.

Zenith dares to be different. Zenith TV trend line. (In Western appliances & television, Mar. 1955, p.6-7) Appl. author: Young & Rubicam, Inc. © 25Feb55; KK107612.

Zenith for '55 brings you the revolutionary new Model X with Top Tuning. Zenith Model X TV started with the idea that you were missing something. (In The Saturday evening post, Aug. 28, 1954, p.46 & 47) Appl. author: Young & Rubicam, Inc. © 25Aug54; KK103179.

Zenith for '55 brings you the revolutionary new Model X with Top Tuning. Zenith's Model X opens wide the stops on your television enjoyment. (In Collier's, Sept. 17, 1954, p.15) Appl. author: Young & Rubicam, Inc. © 3Sep54; KK103180.

Zenith presents: the TV Trend line. (In Electrical merchandising, Feb. 1955) Appl. author: Young & Rubicam, Inc. © 1Feb55; KK108156.

Zenith reached into tomorrow to bring you Trend-Setter TV. (In Townsfolk, Mar. 1955, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 15Mar55; KK107614.

Zenith sponsors Omnibus. TV. (In Retailing daily, Nov. 10, 1954, p.40-41) Appl. author: Young & Rubicam, Inc. © 10Nov54; KK105601.

Zenith style authority in television ... The Rutledge. (In Townsfolk, Jan. 1955, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 15Jan55; KK107606.

Zenith takes the chance out of high fidelity. Radio, TV. (In San Francisco Opera Co. program, Oct. 22, 1954, p.37) Appl. author: Young & Rubicam, Inc. © 22Oct54; KK103159.

Zenith, world leader in radio, again sets new trends in styling, in color, in features. (In Mart, Mar. 1955, p.35-38) Appl. author: Young & Rubicam, Inc. © 1Mar55; KK107605.

Zenith wraps up high fidelity in the package that demonstrates best, gives you the most selling features. Radio, TV. (In Record retailing, Sept. 1954, p.5-7) Appl. author: Young & Rubicam, Inc. © 1Sep54; KK105603.

Zenith your answer to the unusual in TV. The Broadmoor. (In Interiors, Dec. 1954, p.25) Appl. author: Young & Rubicam, Inc. © 15Dec54; KK104240.

ZEP MANUFACTURING CORP. d.b.a. DE WITT SUPPLY CO. SEE De Witt Supply Co.

ZOTOX PHARMACAL CO., INC. © Triocin blots out hickies instantly. (In Farm journal, Mar. 1955, p.139) Appl. author: Erwin, Wasey & Co., Inc. © 19Feb55; KK107071.

Triocin Blue Foam, soothing soap in a tube especially created to cleanse: acne and oily skins, sensitive skin ... Folder. Appl. author: Erwin, Wasey & Co., Inc. © 26Apr55; KK106852.

Wonderful, new product by Zotox means long profits for you druggists. Triocin special formulation for treatment of acne pimples, blackheads ... (In Drug topics, Feb. 7, 1955, p.79) Appl. author: Erwin, Wasey & Co., Inc. © 7Feb55; KK106853.

ZUCKERMAN, ETHEL, AUDREY FISCHMAN, LOIS TIETJEN, owners of HOUSE OF DESIGN. SEE House of Design.

ZURN (J. A.) MANUFACTURING CO. © Code requirements for cleanouts are seldom more than minimum requirements ... Plumbing drainage systems. (In Architectural record, Oct. 1954, p.109) Appl. author: The Lee Donnelley Co. © 10Oct54; KK105523.

A new technical reference. Your how-to catalog on roof drains. (In Architectural record, Dec. 1954, p.91) Appl. author: The Lee Donnelley Co. © 1Dec54; KK105524.

ZWIK CORP. © Concentrate Zwik black tire wax. One gallon net. Label. © 21Feb55; KK104374.

RENEWAL REGISTRATIONS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal registrations were made during the period covered by this issue. Information relating to both the original and renewal registrations is included in each entry.

ALLPAX CO., INC.

The packing that packs all.
Packing material. © 1May27;
Print 9960. Allpax Co., Inc.
(P); 16Mar55; R146201.

ALPHABETICAL. SEE Villa Park Orchards Assn., Inc.

AMERICAN EAGLE PAPER SHOT SHELLS. SEE Federal Cartridge Corp.

ANCONA BROS. WHOLESALE GROCERY CO.

Luna. Olive oil. © 1Feb27;
Label 32046. Ancona Bros.
Wholesale Grocery Co. (P);
26Jan55; R143630.

ATTORNEY GENERAL OF THE UNITED STATES. SEE U. S. Attorney General.

BARLEY BLOOM. SEE Pabst Brewing Co.

BEER, DOROTHY G. SEE Beer, Gerald L.

BEER, GERALD L.

Florida honey. © 28Apr27; Label
32477. Gerald L. Beer & Dorothy
G. Beer (P); 21Apr55; R148181.

BIRD ROCKS. SEE Villa Park Orchards Assn., Inc.

BLUE BANNER CO., INC.

Witch. Oranges. © 30Dec27;
Label 34025. Blue Banner Co.,
Inc. (P); 27Jan55; R143780.

BLUE BONNET NUT MARGARINE. SEE Standard Brands, Inc.

BORDEN CO.

Gridley ice cream. © 10Mar27;
Label 32105. Borden Co. (P);
19Jan55; R143124.

BOSCH SPARK PLUG. SEE U. S. Attorney General.

BRADFORD BROS., INC.

California Dream. Oranges.
© 24Feb28; Label 34268. Bradford
Bros., Inc. (P); 7Apr55; R147269.
Miracle. Oranges. © 6Apr28;
Label 34392. Bradford Bros.,
Inc. (P); 7Apr55; R147270.

BRIDAL VEIL. SEE Limoneira Co.

BUDEBROD BROS. SILK CO.

Canton. Spool silk. © 31Mar27;
Label 32099. Budebrod Bros.
Silk Co. (P); 21Mar55; R146516.

CALIFORNIA DREAM. SEE Bradford Bros., Inc.

CAMPANA CORP.

Italian balm. cFor cartons Skin
softening preparation. © 12Apr27;
Label 32277. Campana Corp. (P);
20Jan55; R143108.
Italian balm. cFor labels Skin
softening preparation. © 12Apr27;
Label 32276. Campana Corp. (P);
20Jan55; R143107.

CANTON. SEE Budebrod Bros. Silk Co.

CHULA VISTA CITRUS ASSN.

Imp. Lemons. © 1Jun28; Label
34471. Chula Vista Citrus Assn.
(P); 21Jun55; R151632.

D. M. Distillery Co.

Juarez whiskey; straight American.
© 27Apr28; Label 34923. D. M.
Distillery Co. (P); 28Apr55;
R148960.

DEL NORTE. SEE Oxnard Citrus Assn.

DESERT CITRUS GROCERS CO.

No-Needa-Sugar. Grapefruit.
© 3Nov27; Label 33916.
Desert Citrus Grocers Co.
(P); 3Jan55; R141520.

DEVIR, JOSEPH P.

State House coffee. © 12Dec27;
Print 10694. Joseph P. Devir
(P); 12Jan55; R142563.

DIAMOND MANUFACTURING CO.

Grilles of perforated metal.
© 16Sept27; Print 10440. Dia-
mond Manufacturing Co. (P);
23May55; R150096.

EXTRAIT D'EAU DE COLOGNE DOUBLE. SEE Mülhens, Ferdinand.

FEDERAL CARTRIDGE CORP.

American Eagle paper shot shells.
© 5Aug27; Label 32852. Federal
Cartridge Corp. (P); 18Apr55;
R147657.

FINEST BARTLET PEARS. SEE Gospcevic, Marion.

FLORIDA HONEY. SEE Beer, Gerald L.

FLY-SOL. SEE Watkins (J. R.) Co.

FOOD MATERIALS CORP.

Verity brand. Food colors.
© 30Nov27; Label 33671. Food
Materials Corp. (P); 18Mar55;
R146499.

FRANCES CITRUS ASSN.

Paul Jones. Oranges. © 18Feb28;
Label 34237. Frances Citrus
Assn. (P); 15Mar55; R146183.

GOBS, THEY EAT 'EM UP. SEE Harris-Boyer Co.

GOLDEN (A. J.) INC.

Texas Longhorn Crooks. Cigars.
© 1Jun27; Label 32415. A. J.
Golden, Inc. (P); 6Apr55;
R147263.

GOSPCEVIC, MARION.

Finest Bartlett pears. Quercus
Ranch brand. © 20May27;
Label 32489. Marion Gospcevic
(P); 3Mar55; R145421.

GRIDLEY ICE CREAM. SEE Borden Co.

GRILLES OF PERFORATED METAL. SEE Diamond Manufacturing Co.

GUITTARD CHOCOLATE CO.

Old Dutch cocoa. © 13Jun27; Label
32507. Guittard Chocolate Co. (P);
6Jun55; R150949.

HALL (E. C.) CO.

Nation Wide service grocers.
Groceries. © 26Feb27; Label
9870. E. C. Hall Co. (P);
12Jan55; R142562.

HARRIS-BOYER CO.

Gobs, they eat 'em up. Small cakes
& pastries. © 23Jun27; Label
33543. Harris-Boyer Co. (P);
8Jun55; R151170.

HEAVY WEIGHT. SEE Pabst Brewing Co.

HYGIENIC PRODUCTS CO.

Sani-Flush. Powdered compound for
cleaning water closet bowls.
© 30Oct27; Label 33026. Hygienic
Products Co. (P); 13Jan55;
R142988.

IMP. SEE Chula Vista Citrus Assn.

INSTO CO.

Soap Meal. Powdered soap.
© 1Jun27; Label 32589. Insto Co.
(P); 25May55; R150285.

ITALIAN BALM. SEE Campana Corp.

JERSEY BAR, INC.

Jersey Bar. Jersey milk, sandwiches,
coffee, pie, doughnuts & ice cream.
© 5Jun27; Print 10187. Jersey
Bar, Inc. (P); 15Apr55; R147643.

JUAREZ WHISKEY. SEE D. M. Distillery Co.

KAHN'S (E.) SONS CO.

Pheasant. Bacon. © 5Jul27; Label
32547. E. Kahn's Sons Co. (P);
10Jan55; R142936.

Pheasant. Bologna style sausage.
© 5Jul27; Label 32544. E. Kahn's
Sons Co. (P); 10Jan55; R142933.

Pheasant. Ham. © 5Jul27; Label
32546; 32548. E. Kahn's Sons
Co. (P); 10Jan55; R142935;
142937.

Pheasant. Meat product.
© 5Jul27; Label 32718. E. Kahn's
Sons Co. (P); 10Jan55; R142941.

Pheasant. Pure lard. © 5Jul27;
Label 32545. E. Kahn's Sons Co.
(P); 10Jan55; R142934.

Pheasant. Sausage. © 5Jul27;
Labels 32549; 32550. E. Kahn's
Sons Co. (P); 10Jan55; R142938;
142939.

Pheasant. Smoked shoulder.
© 5Jul27; Label 32551. E. Kahn's
Sons Co. (P); 10Jan55; R142940.

KOLYNOS. SEE Whitehall Pharmacal Co.

LAS POSAS. SEE Oxnard Citrus Assn.

LIMONEIRA CO.

Bridal Veil. Lemons. © 2Apr27;
Label 32553. Limoneira Co. (P);
28Feb55; R145657.

Paula. Lemons. © 2Jan28; Label
33781. Limoneira Co. (P);
17Jan55; R143015.

Santa. Lemons. © 2Jan28; Label
33780. Limoneira Co. (P); 17Jan55;
R143014.

LIONEL CORP.

Lionel model trains differ from
real trains only in size.
© 1Aug27; Print 10252. Lionel
Corp. (P); 14Jun55; R151284.

LIONEL CORP. Cont'd.
The only difference between Lionel model trains and real trains is the size. © 1Aug27; Print 10253. Lionel Corp. (P); 14Jun55; R151283.

LIONEL MODEL TRAINS DIFFER FROM REAL TRAINS ONLY IN SIZE. SEE Lionel Corp.

LIQUID VENEER CORP.
Now, a furniture polish that leaves no greasy film. © 15Feb27; Print 9995. Liquid Veneer Corp. (P); 14Feb55; R144379.

LUNA. SEE Ancona Bros. Wholesale Grocery Co.

ML'S MAYFAIR DANDRUFF CURE AND HAIR RESTORER. SEE McGinnis, M. L.

MCGINNIS, M. L.
ML'S Mayfair dandruff cure and hair restorer. © 20Feb28; Label 34658. M. L. McGinnis (P); 20Apr55; R148277.

MINER'S FAVORITE. SEE Pabst Brewing Co.

MIRACLE. SEE Bradford Bros., Inc.

MISSION DRY CORP.
Orange Dry. Beverage. © 15Jun27; Label 32918. Mission Dry Corp. (P); 15Feb55; R144628.

MÜLHENS, FERDINAND.
Extrait d'eau de Cologne double. © 15Sep27; Label 32259. Ferdinand Mühlens (P); 20Apr55; R148143.
White Rose transparent glycerine soap. © 15Sep27; Label 33260. Ferdinand Mühlens (P); 20Apr55; R148144.

NATION WIDE SERVICE GROCERS. SEE Hall (E. C.) Co.

NEWCASTLE FRUIT GROWERS ASSN.
Scout. Pears. © 2Apr27; Label 33454. Newcastle Fruit Growers Assn. (P); 21Mar55; R146521.

NO-NEEDA-SUGAR. SEE Desert Citrus Grocers Co.

NOW, A FURNITURE POLISH THAT LEAVES NO GREASY FILM. SEE Liquid Veneer Corp.

OH, HENRY. SEE Williamson Candy Co.

OLD BURLEY. SEE Pabst Brewing Co.

OLD DUTCH COCOA. SEE Guittard Chocolate Co.

THE ONLY DIFFERENCE BETWEEN LIONEL MODEL TRAINS AND REAL TRAINS IS THE SIZE. SEE Lionel Corp.

ORANGE DRY. SEE Mission Dry Corp.

OXNARD CITRUS ASSN.
Del Norte. Fresh lemons. © 19Dec27; Label 33922. Oxnard Citrus Assn. (P); 17Jan55; R143013.
Las Posas. Fresh lemons. © 19Dec27; Label 33921. Oxnard Citrus Assn. (P); 17Jan55; R143012.

PABST BREWING CO.
Barley Bloom. Malt syrup. © 25Jan28; Label 33683. Pabst Brewing Co. (P); 31Jan55; R143807.
Heavy Weight. Malt syrup. © 25Jan28; Label 33684. Pabst Brewing Co. (P); 31Jan55; R143808.
Miner's Favorite. Malt syrup. © 25Jan28; Label 33686. Pabst Brewing Co. (P); 31Jan55; R143810.
Old Burley. Malt syrup. © 25Jan28; Label 33685. Pabst Brewing Co. (P); 31Jan55; R143809.
Prima barley malt extract. © 21May28; Label 34282. Pabst Brewing Co. (P); 24May55; R150279.
Puritan malt extract. © 21May28; Label 34279. Pabst Brewing Co. (P); 24May55; R150281.
Puritan malt extract; Bohemian hop flavored. © 21May28; Label 34280. Pabst Brewing Co. (P); 24May55; R150280.
Ueber Alles. Malt syrup. © 25Jan28; Label 33952. Pabst Brewing Co. (P); 31Jan55; R143811.

THE PACKING THAT PACKS ALL. SEE Allpax Co., Inc.

PAUL JONES. SEE Frances Citrus Assn.

PAULA. SEE Limoneira Co.

PHEASANT. SEE Kahn's (E.) Sons Co.

PRATT-LOW PRESERVING CO.
Royal Kitchen. Canned peaches. © 1Aug27; Label 32849. Pratt-Low Preserving Co. (P); 14Feb55; R144377.

PRIMA BARLEY MALT EXTRACT. SEE Pabst Brewing Co.

PURITAN MALT EXTRACT. SEE Pabst Brewing Co.

RACO. SEE Roach-Appleton Manufacturing Co.

ROACH-APPLETON MANUFACTURING CO.
Raco. Electrical protecting material. © 29Jun27; Label 34252. Roach-Appleton Manufacturing Co. (P); 18Mar55; R146498.

ROYAL KITCHEN. SEE Pratt-Low Preserving Co.

SANI-FLUSH. SEE Hygienic Products Co.

SANTA. SEE Limoneira Co.

SANTIAM. SEE Stayton Canning Co.

SCOUT. SEE Newcastle Fruit Growers Assn.

THE SHOE BOX. SEE Stevens (Charles A.) & Bros.

SOAP MEAL. SEE Insto Co.

STANDARD BRANDS, INC.
Blue Bonnet nut margarine. © 21Sep27; Label 33228. Standard Brands, Inc. (P); 15Mar55; R146182.

STATE HOUSE COFFEE. SEE Devir, Joseph P.

STAYTON CANNING CO.
Santiam. Canned loganberries. © 1Mar27; Label 32023. Stayton Canning Co. (P); 11Feb55; R144371.

STEVENS (CHARLES A.) & BROS.
The shoe box. © 31May27; Label 32682. Charles A. Stevens & Bros. (P); 6May55; R149150.

TEXAS LONGHORN CROOKS. SEE Golden (A. J.) Inc.

THREE ARCHES. SEE Villa Park Orchards Assn., Inc.

TICK TOCK. SEE Villa Park Orchards Assn., Inc.

TIN-APA. SEE Van Camp Sea Food Co., Inc.

UEBER ALLES. SEE Pabst Brewing Co.

U. S. ATTORNEY GENERAL.
Bosch spark plug. © 13Apr27; Label 32275. Attorney General of the United States (P); 12Apr55; R147598.

VAN CAMP SEA FOOD CO., INC.
Tin-Apa. Smoked sardines. © 1Jul27; Label 32911. Van Camp Sea Food Co., Inc. (P); 14Feb55; R144378.

VERITY BRAND. SEE Food Materials Corp.

VILLA PARK ORCHARDS ASSN., INC.
Alphabetical. Oranges. © 15Apr27; Label 32739. Villa Park Orchards Assn., Inc. (P); 24Feb55; R144990.
Bird rocks. Fresh citrus fruit, oranges. © 15Apr27; Label 32269. Villa Park Orchards Assn., Inc. (P); 6Jan55; R141905.
Three Arches. Oranges. © 15Apr27; Label 32738. Villa Park Orchards Assn., Inc. (P); 24Feb55; R144988.
Tick Tock. Oranges. © 15Apr27; Label 32737. Villa Park Orchards Assn., Inc. (P); 24Feb55; R144989.

WATKINS (J. R.) CO.
Fly-Sol. Insecticides. © 2May27; Label 32340. J. R. Watkins Co. (P); 26Apr55; R148268.

WHITE ROSE TRANSPARENT GLYCERINE SOAP. SEE Mühlens, Ferdinand.

WHITEHALL PHARMACAL CO.
Kolynos. Dentifrices. © 15May27; Print 10096. Whitehall Pharmacal Co. (P); 5May55; R149146.

WILLIAMSON CANDY CO.
Oh, Henry. © 2Jun27; Label 32822. Williamson Candy Co. (P); 27May55; R150533.

WITCH. SEE Blue Banner Co., Inc.

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 9, PART 11 B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1955



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THE LIBRARY OF CONGRESS

WASHINGTON : 1956

CATALOG OF COPYRIGHT ENTRIES

Third Series

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 9, PART 11 B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1955



COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON : 1956

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Contributions to periodicals.

Works of art; models or designs for works of art.

Reproductions of a work of art.

Drawings or plastic works of a scientific or technical character.

Photographs.

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.) Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of said Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 202.8 (b) (3) of the regulations of the Copyright Office published in the *Code of Federal Regulations*, 1949 edition, which provides for the deposit of identifying reproductions in lieu of the

work itself. Foreign works, two copies of which were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one or more years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally

registered with the exception of music. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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GP Published works of art and designs for works of art	
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JP Published photographs	
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K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
PART 11B COMMERCIAL PRINTS AND LABELS.....	1. 00
KK Commercial prints and labels	
R Renewal registrations	
PARTS 12-13 MOTION PICTURES AND FILMSTRIPS.....	. 50
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	

TABLE OF CONTENTS

	Page
Current Registrations.....	119
Renewal Registrations.....	225

INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Each work registered is described in a main entry which includes information pertinent to the copyright claim, listed under the name of the copyright claimant. Renewals are listed under the name of the renewal claimant. The copyright symbol © following the name under which the entry is filed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper; e. g.:

BABSON BROS. CO. ©
Electrobrain. © 8Jan55; KK103389.

The name of the claimant is repeated in the entry whenever it is necessary to record additional information from the application not given in the heading; e. g.:

B & C PRODUCTS CO.
Reflective emblem. © George H. Blinco &
Glenn P. Coan d.b.a. B&C Products Co.;
10Jan55; KK103299.

References are made from the names of joint claimants. Title references are included in the renewal section.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Statement of the nature of the article of merchandise or service to which the print or label relates if not indicated elsewhere in the entry.
- 3) Brief physical description of the item. Labels are designated by the term "label." Prints

are described by such terms as "sheet," "card," etc., or, if published in a newspaper or periodical, the name and issue date of the publication are given when the information is available either from the application or the copy.

- 4) Names of authors given in the application which do not appear elsewhere in the entry.
- 5) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
- 6) Copyright symbol ©.
- 7) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 8) Date of publication as given in the application.
- 9) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g., © Richard Roe & Co.; 8Jan55 (in notice: 1954); KK18846.

For renewal registrations, the main entry includes, in addition to the name or title under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Statement of the nature of the article to which the print or label relates if not indicated elsewhere in the entry.
- 3) Date of original copyright.
- 4) Original registration number.

- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant; e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co., as proprietor.
- 6) Date of receipt of the renewal application or fee, whichever is later.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as
appl.	—application
©	—copyright symbol
ca.	—circa
col.	—colored
d.b.a.	—doing business as
l.	—leaf, leaves
NM	—new matter
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised, revised by, revision
t.a.	—trading as
v., vol.	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1955

Commercial prints and labels	4,743
Renewals	38

The figures represent the number of registrations for commercial prints and labels for July–December

1955, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the claim of copyright in the works and from variant forms of names are interfiled with the main entries.

A

ARP NURSERY CO. ©

Paper shell pecan, Stuart; planting instructions. Label. Appl. author: Clark Kidd. © 14Oct55; KK111254.

ABBEON. ©

The dimetrodon, the triceratops ... (One set of 10 dinosaur description cards, nos. 10 through 19) Model dinosaurs. Appl. author: Franklin C. Wertheim. © 21Nov55; KK112654.

ABBOTT LABORATORIES. ©

And for pleasant-tasting, mild sedation, prescribe Nembutal Elixir. Print no. 506014. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 25Jul55; KK109247.

Complete 2-a-day therapy, new Iberol Filmtab. Print no. 507004. Pharmaceutical. Folder. Appl. author: C. S. Downs. © 29Aug55; KK109878.

Conditions like these yield to Desbutal: Desoxyn, to brighten the mood with Nembutal, to dispel inner tensions. Print no. 510004. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 1Nov55; KK111810.

Filmtab Iberol is iron-plus, 2-a-day therapy for the anemias. Print no. 511010. Pharmaceuticals. Folder. Appl. author: Charles S. Downs. © 10Nov55; KK112461.

For a sound sleep tonight, a calm day tomorrow; Filmtab Nembutal-Serpin. Print no. 510011. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 2Dec55; KK112645.

For seborrheic dermatitis of the scalp, quick, lasting relief. Selsun. Print no. 511005. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 9Dec55; KK112646.

For symptomatic relief in general irritability, anxiety and nervous fears ... Desbutal. Print no. 512004. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 19Dec55; KK112959.

Pentothal sodium. Print no. 507010. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 30Aug55; KK111724.

Selsun. Print no. 508009. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 4Oct55; KK111725.

Short-acting Nembutal. It's well past midnight, again. Pharmaceuticals. Folder. Appl. author: Charles S. Downs. © 16Jul55; KK109048.

Tronothane hydrochloride ... Abbott's new topical anesthetic ... Print no. 509011. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 6Oct55; KK111726.

Use el Duplenvas para asegurar la estabilidad y facilitar la mezcla de los componentes en la aplicacion parenteral del complejo B. Pharmaceuticals. Folder. Appl. author: Thomas Sheldon Bird. © 21Oct55; KK111602.

ACCURATE STEEL RULE DIE MANUFACTURERS. ©

Accurate electronic sealing dies. Folder. Appl. author: Erhardt K. Scott. © 19Dec55; KK112953.

Here's how large and small companies build profits by manufacturing components in their own plants. Folder. Appl. author: M. Lee Scott. © 31Oct55; KK111427.

A valuable aid to manufacturers who die cut rubber, neoprene, plastics, etc. Folder. Appl. author: Erhardt K. Scott. © 30Jun55; KK108887.

What a whale of a difference. Folder. Appl. author: M. Lee Scott. © 16Nov55; KK111897.

ACHESON COLLOIDS CO., DIVISION OF ACHESON INDUSTRIES, INC. SEE Acheson Industries, Inc.

ACHESON INDUSTRIES, INC. ©

Dag colloidal dispersions for metalworking applications. Bulletin no. 426. Folder. Appl. author: D. Gray Weaver. © 7Nov55; KK111760.

Dag colloidal dispersions for use in industrial lubricants. Bulletin no. 424. Folder. Appl. author: D. Gray Weaver. © Acheson Colloids Co., unit of Acheson Industries, Inc.; 26Aug55; KK110576.

Dag colloidal dispersions for use in metal casting. Bulletin no. 425. Folder. Appl. author: D. Gray Weaver. © 29Nov55; KK112373.

Dag dispersions as maintenance and operational lubricants ... Bulletin no. 500. 7 p. Appl. author: Paul M. Barnes. © Acheson

Colloids Co., a division of Acheson Industries, Inc.; 14Sep55; KK110177.

ACHILLE, ANTONIO, sole owner, CABELLINA LABORATORIES. SEE Cabellina Laboratories.

ACTIVE DISPLAY ADVERTISING.

Baked enamel 30 gauge metal stock signs. Circular. © Active Display Advertising Co., Anton A. Zubrick, partner; 5Jul55; KK109642.

Super Glo stock signs. Circular. © Active Display Advertising Co., Anton A. Zubrick, partner; 5Jul55; KK109641.

These signs give off wide angle reflection at nite. Super-Glo signs. Circular. © Active Display Advertising Co., Anton A. Zubrick, partner; 5Jul55; KK109643.

ADDRESSOGRAPH-MULTIGRAPH CORP. ©

Multilith, more than a duplicator, a new concept in handling paperwork. Office equipment. (In Time, Sept. 26, 1955, p. 85) Appl. author: Charles Farran. © 22Sep55; KK110543.

1956 class, 1250 series, multigraph duplicator, the standard of the world with new automatic features. (In Offset duplicator review, Nov. 1955, p. 26-27) Appl. author: Charles Farran. © 15Nov55; KK112473.

Words or figures written repeatedly by pencil, by pen, by typewriter can be written faster, for less and with 100 % accuracy by Addressograph methods. Office equipment. (In Time, Oct. 10, 1955, p. 117) Appl. author: Charles Farran. © 6Oct55; KK110792.

ADOLPH'S, LTD. ©

Are you grinding profits into hamburgers? Adolph's meat tenderizer. Folder. © 1Jan54; KK111928.

Basic facts about Adolph's salt substitute, a new flavor-lift for low sodium diets. Folder. Appl. author: Adolph's Dietetic Foods, Inc. © 1May55; KK111918.

A break for base personnel, tender meat guaranteed. Adolph's meat tenderizer. (In The Quartermaster review, Mar.-Apr. 1955, p. 167) © 10Mar55; KK111931.

Broiled chuck steak. Adolph's meat tenderizer. Recipe card. © 1May55; KK111915.

ADOLPH'S, LTD. © Cont'd.

Broiled round steak. Adolph's meat tenderizer. Recipe card.
© 1Sep55; KK111917.

Broiled round steak, sirloin tender. Adolph's meat tenderizer. (In Good housekeeping, Nov. 1955, p.245) © 1Nov55; KK111945.

Enjoy your salt-free diet; new Adolph's low sodium meat tenderizer. (In The Saturday review, Sept. 24, 1955, p.32) Appl. author: Adolph's Dietetic Foods, Inc. © 24Sep55; KK111913.

Enjoy your salt-free diet, use the best-tasting salt substitute ever made. Adolph's salt substitute. Outline of chicken on platter. (In The Saturday review, Oct. 29, 1955, p.28) Appl. author: Adolph's Dietetic Foods, Inc. © 29Oct55; KK111914.

Enjoy your salt-free diet, use the best-tasting salt substitute ever made. Adolph's salt substitute. Outline of fish. (In The Saturday review, Aug. 27, 1955, p.25) Appl. author: Adolph's Dietetic Foods, Inc. © 27Aug55; KK111912.

Fact sheet; Adolph's meat tenderizer. © 1Sep55; KK111929.

Here is Adolph's broiled round steak ... ready for your family dinner. First try a school kitchen test. Adolph's meat tenderizer. Sheet. © 1Oct55; KK112224.

Here's actual proof, you sell more meat when you sell Adolph's; meat tenderizer. Folder. © 1May54; KK111930.

How much do you pay for tenderness in beef? Adolph's meat tenderizer. Sheet. © 1Sep55; KK111927.

How to make kosher meats tender with Adolph's; meat tenderizer. Folder. © 1Jan55; KK111921.

How to make meat tender for freezing with Adolph's; meat tenderizer. Folder. © 1Jan55; KK111923.

How to make poultry and game birds tender with Adolph's; meat tenderizer. Folder. © 1Feb55; KK111922.

How to make roast beef tender with Adolph's; meat tenderizer. Folder. © 1Jan55; KK111920.

How to make variety meats tender with Adolph's; meat tenderizer. Folder. © 1May55; KK111924.

Important news for low sodium dieters. Adolph's, dietetic, salt substitute. (In Today's health, June 1955, p.51) Appl. author: Adolph's Dietetic Foods, Inc. © 1Jun55; KK108462.

Make all meat more tender with Adolph's, the meat tenderizer reported in Reader's digest. (In Seventeen, Oct. 1954, p.129) © 25Sep54; KK109864.

Now, Adolph's, low-sodium, meat tenderizer for salt-free dieters, makes all meat more tender. Folder. Appl. author: Adolph's Dietetic Foods, Inc. © 1Aug55; KK111919.

Now, you can broil short ribs. Adolph's meat tenderizer. (In The Los Angeles examiner, Sept. 15, 1955, section 1, p.17) © 15Sep55; KK111934.

Roast beef for school lunch programs at hamburger prices. Adolph's meat tenderizer. Folder. © 1Jan54 (in notice: 1953); KK111925.

Rolled rump roast. Adolph's meat tenderizer. Recipe card. © 1Sep55; KK111916.

Rolled shoulder, oven roasted to prime rib tenderness, be sure it's tender, use Adolph's; meat tenderizer. (In Good housekeeping, Oct. 1955, p.218) © 1Oct55; KK111943.

Rolled shoulder, oven roasted to prime rib tenderness. The secret of tender meat. Adolph's meat tenderizer. (In The Atlanta journal & constitution magazine, Oct. 16, 1955, p.26) © 16Oct55; KK111936.

School kitchen test. Adolph's meat tenderizer. Sheet. © 1Oct55; KK111926.

The secret of tender meat. Broiled chuck steak; broiled flank steak. Adolph's meat tenderizer. (In Chicago daily sun-times, Oct. 20, 1955, p.49) © 20Oct55; KK111939.

The secret of tender meat. Broiled chuck steak, sirloin tender. Adolph's meat tenderizer. (In The Los Angeles examiner, Sept. 28, 1955, section 1, p.17) © 28Sep55; KK111933.

The secret of tender meat. Broiled round steak, sirloin tender. Adolph's meat tenderizer. (In The Atlanta journal & constitution magazine, Oct. 9, 1955, p.42) © 9Oct55; KK111935.

The secret of tender meat. Now, you can broil short ribs, Adolph's makes them tasty-tender. Meat tenderizer. (In Boston daily record, Sept. 28, 1955, p.36) © 28Sep55; KK111949.

The secret of tender meat. Now, you can broil short ribs. Adolph's meat tenderizer. (In The Atlanta journal & constitution magazine, Oct. 23, 1955, p.29) © 23Oct55; KK111937.

The secret of tender meat. Tonight, your family can enjoy rolled shoulder oven roasted to prime rib tenderness. Adolph's meat tenderizer. (In Newark star-herald, Sept. 15, 1955, p.18) © 15Sep55; KK111941.

The secret of tender meat. Tonight, your family can enjoy rolled shoulder oven roasted to prime rib tenderness. Adolph's meat tenderizer. (In This Week (New York herald tribune), Oct. 16, 1955, Sunday rotogravure section, p.54) © 16Oct55; KK111938.

The secret of tender meat. Tonight, your family can enjoy rolled shoulder oven roasted to prime rib tenderness. Ask for Adolph's free meat recipes. Meat tenderizer. (In Boston daily record, Oct. 6, 1955, p.10) © 6Oct55; KK111946.

The secret of tender meat. You can broil round steak to sirloin tenderness. Adolph's meat tenderizer. (In The Dallas times herald, Sept. 7, 1955, section 1, p.20) © 7Sep55; KK111947.

Sodium Calculator. Adolph's salt substitute. 8 p. Appl. author: Adolph's Dietetic Products, Inc. © 1Sep55; KK112223.

The truth about meat, most important food in the human diet. Adolph's meat tenderizer. (In Reader's digest, Aug. 1955, p.12) © 1Aug55; KK111932.

With Adolph's, you can serve this low-cost, luxury meal often. Ask for Adolph's new meat recipes ... Meat tenderizer. (In Dallas times herald, Oct. 13, 1955, section 5, p.10) © 13Oct55; KK111942.

With Adolph's, you can serve this low-cost, luxury meal often. Look for Adolph's convenient display ... Meat tenderizer. (In The Philadelphia evening bulletin, Oct. 13, 1955, section B, p.28) © 13Oct55; KK111940.

With Adolph's, you can serve this low-cost luxury meal often. Meat tenderizer. (In Long Island newsday, Oct. 13, 1955, p.36) © 13Oct55; KK111948.

With Adolph's, you can serve this low-cost luxury meal often. Meat tenderizer. (In New York Herald tribune, Nov. 6, 1955, Sunday magazine section, p.70) © 6Nov55; KK111944.

ADVERTISING DIVISION, INC. ©

Brand new this year. Facts for folks who like money. Peoples Federal Savings and Loan Association. Folder. © 27May55; KK108778.

ADVERTISING THAT SELLS. ©

Gems, a series of small space ideas to add sparkle to your advertising. Pamphlet. © 15Jun55; KK108849.

AEROQUIP CORP. ©

Aeroquip. Farm hose and couplings. Bulletin no.141. 7 p. © 13Jun55; KK109658.

AGRICULTURAL CHEMICALS DIVISION, PITTSBURGH COKE & CHEMICAL CO. SEE Pittsburgh Coke & Chemical Co.

AGRICULTURAL SPECIALTIES. ©

Lintox, livestock spray and dip insecticide concentrate. Net contents five gallons. Label. Appl. author: Thurmond A. Williamson. © 25Jan55; KK111988.

Malrin, 55 % insecticide concentrate. Premium grade, oil soluble, deodorized. Contents; five gallons. Label. Appl. author: Thurmond Arthur Williamson. © 11May55; KK109712.

Malrin, 55 % insecticide concentrate, for use by experienced pest control personnel only. Premium grade, water emulsifiable, deodorized. Contents one quart. Label. Appl. author: Thurmond Arthur Williamson. © 11May55; KK110536.

Malrin fly killer, a new and effective method for reduction of houseflies. One gallon. Label. Appl. author: Thurmond A. Williamson. © 11May55; KK110535.

AIRCRAFT-MARINE PRODUCTS, INC. ©

AMP double action hand tools. Cat. no.48518; instruction sheet no. IS-1557. Sheet. © 23Jun55; KK109089.

A-MP Dyna-Crimp tool. Cat. no. 69037; instruction sheet no. IS-1595. © 31Oct55; KK111769.

A-MP foot pump power unit. Cat. no. 69040; instruction sheet no. IS-1569. © 4Oct55; KK111341.

- A-MP hand tool for Faston terminals. Cat. no. 47417; instruction sheet no. IS-1601. © 12Sep55; KK110493.
- A-MP T-Head hand tool. Cat. no. 59170; instruction sheet IS-1610; rev. 7-20-55. Sheet. © 25Jul55; KK109242.
- A-MP terminals and connectors in wire sizes no. 26 to 600 M. C. M. Sheet. © 21Jun55; KK108664.
- A-MP universal patchcord programming systems. Folder. © 26Aug55; KK110496.
- Ampli-film. Sheet. © 22Jul55; KK109092.
- Amplivar splice for identical, mass produced splices of enamel, polyvinyl acetal and similarly coated wire. Folder. © 11Jul55; KK109090.
- Announcing A-MP miniature taper pins for miniaturized components. Sheet. © 22Jul55; KK109093.
- Announcing A-MP miniature taper pins for miniaturized components. Sheet. © 2Sep55; KK110495.
- Built for the hands that build airplanes. T-Head hand tool ... (In Aviation age, Feb. 1955, p.93) © 1Feb55; KK108771.
- Built for the hands that build airplanes. T-Head hand tool ... (In Aviation week, Feb. 14, 1955, p.104-105) © 14Feb55; KK108764.
- A continuing program. AMP's constant efforts to improve power equipment by working ... A-MP wiring. (In Electrical engineering, Feb. 1955, p.38A-39A) © 1Feb55; KK108767.
- A continuing program. AMP's constant efforts to protect ... your investment in power equipment ... (In Electric light & power, Jan. 1955, p.54) © 1Jan55; KK108772.
- Elec. trip-closed barrel term. Sheet. © 15Sep55; KK110494.
- Get rid of horse and buggy wiring. For forward thinking in automotive wiring consult A-MP. [Horse standing with legs beneath auto hood] (In Automotive industries, Feb. 1, 1955, p.111) © 1Feb55; KK108769.
- Here it is, lightweight, compact A-MP T-Head hand tool. Folder. © 20Jun55; KK108662.
- It couldn't be done, but here it is. AMPli-Var splice. (In Electrical manufacturing, Feb. 1955, p.52-53) © 1Feb55; KK108770.
- It couldn't be done, but here it is. AMPli-Var splice. (In Product engineering, Feb. 1955, p.295) © 1Feb55; KK108773.
- Less cube and cost with added reliability. [Man's hand holding taper tab & taper pin] (In Electronic design, Feb. 1955, p.49) © 1Feb55; KK108765.
- Less cube and cost with added reliability. [Two men's hands; one with taper tab, the other with taper pin] (In Electronics, Feb. 1955, p.28-29) © 1Feb55; KK108768.
- Look at these profits; a new tool that does every household electrical repair job and how you can sell it ... Super Champ kit, tool and terminals. Folder. © 19Sep55; KK110492.
- No wonder it has swept the appliance industry, A-MP Faston. (In Appliance manufacturer, Feb. 1955, p.20) © 1Feb55; KK108766.
- Shielded wire connectors. Sheet. © 21Jun55; KK108663.
- Super champ hand tool listing. Sheet. © 29Jun55; KK109091.
- AIR-SHIELDS, INC. ©
The Jefferson ventilator, a fully automatic device for providing controlled ventilation with alternating positive-negative pressure during anesthesia ... Folder. Appl. author: Molly Goodell Armstrong. © 4Oct55; KK111105.
- AKERS.
It's right here. So you have the best head of hair in the world. Akers' special formula shampoo. (In Chicago tribune, July 18, 1955, section 3, p.7) Appl. author: Murray N. Riman. © Lynn R. Akers (in notice: Akers); 18Jul55; KK108900.
- AKERS, LYNN R. SEE Akers.
- ALADDIN INDUSTRIES, INC. ©
Back to school with Aladdin school lunch kits and vacuum bottles. (In Ladies' home journal, Sept. 1955, p.93) Appl. author: William Hart Adler, Inc. © 25Aug55; KK112297.
- ALBERT WEISS & CO. SEE Weiss (Albert) & Co.
- ALBERT WOOD & FIVE SONS, INC. SEE Wood (Albert) & Five Sons, Inc.
- ALBIN, CHARLES H. & JULE R. VON STERNBERG composing the firm SHOW-HOUSE. SEE Show-House.
- ALCO OF TEXAS. ©
Alco Ranch Moos from out of the West. Moccasins. Sheet. © 20Jul55; KK109168.
- ALCO PUBLICATIONS. ©
General CAF. (Original wing design) Printed matter, glassware, cigarette lighters, clothing & other personal items. Label. © 15Oct54; KK110332.
- ALDAN RUBBER CO. ©
Aldanack. Folder.
v.17, no.7. © 15Jul55; KK109208.
v.17, no.8. © 10Aug55; KK109634.
v.17, no.9. © 20Sep55; KK110598.
v.17, no.10. © 11Oct55; KK111778.
- ALDEN COMFORT MILLS. ©
Down comforters beautifully re-covered. [Bedroom scene; woman reclining on comfort covered bed] (In House beautiful, July 1954, p.23) Appl. author: Joe Poole. © 16Jun54; KK111741.
- Down comforters beautifully re-covered. Free, send today for fabric samples ... (In American home, Sept. 1955, p.29) Appl. author: Joe Poole. © 23Aug55; KK111740.
- Down comforters beautifully re-covered. Send today for free samples of coverings ... (In House beautiful, Sept. 1955, p.73) Appl. author: Joe Poole. © 18Aug55; KK111739.
- Down comforts beautifully recovered, also wool comforts ... [Folded comfort] (In Better homes & gardens, May 1954) Appl. author: Joe Poole. © 10Apr54; KK111742.
- ALEMITE DIVISION, STEWART-WARNER CORP. SEE Stewart-Warner Corp.
- ALFORD, EMRA L. d.b.a. JIFFIX WASHER CO. SEE Jiffix Washer Co.
- ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.
- ALLEN-A CO. ©
Navy's amazing new Arctic fabric now in Allen-A thermal underwear. (In Ski, Dec. 1955, p.52) Appl. author: Doherty, Clifford, Steers & Shenfield, Inc. © 1Dec55; KK112468.
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June grazing in January. Fertilizer. Folder. Appl. author: Nitrogen Division, Allied Chemical & Dye Corp. © 8Aug55; KK109400.
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Here's how your Wayne feed dealer can help you get more and better eggs. Wayne egg feeds. (In American poultry journal, July-Aug. 1955, p.21) Appl. author: Western Advertising Agency. © 25Jul55; KK109350.
- How to make more money with better-bred, better-fed chicks. Wayne poultry feeds. Folder. Appl. author: Western Advertising Agency. © 1Dec55; KK112941.
- How you can get more and better eggs. Wayne egg feed. 11 p. Appl. author: Western Advertising Agency. © 30Jun55; KK108528.
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- Sure way to sell more egg feeds, help your customers get more and better eggs. Wayne quality egg program. (In Hatchery & feed, July 1955, p.31) Appl. author: Western Advertising Agency. © 1Jul55; KK108527.
- Wayne laboratory rations. Wayne Lab Blox, mouse diet. Folder. © 16May55; KK109647.
- ALLIGATOR CO. ©
This is the coat you'll live in rain, sun, cold. Alligator, all-weather coats. (In Life, Oct. 10, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 10Oct55; KK111683.
- ALLOY TILE CORP. ©
At your fingertips, increased profits with new Altico Cer-ramet metal tile. (In Flooring, June 1955, p.77) Appl. author: Wehner Advertising Agency. © 5Jun55; KK108740.
- ALLSTATE INSURANCE CO. ©
Allstate buyers' guide to better automobile insurance. 15 p. Form no. D161-13. © 14Jul55; KK109362. D370-7. © 6Jul55; KK109361. D536-3. © 12Jul55; KK109363.
- Not on the menu. (In The Saturday evening post, Nov. 19, 1955, p.138) © 14Nov55; KK111888.
- Upset vacation plans. (In The Saturday evening post, July 16, 1955, p.80) © 12Jul55; KK108605.

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Whatever happens, you're in good hands with Al Gerstenhaber. (In The Saturday evening post, July 16, 1955, p.81) © 12Jul55; KK108604.

Whatever happens, you're in good hands with Allstate in the home and on the highway. (In The Saturday evening post, Nov. 5, 1955, p.5) © 1Nov55; KK111562.

Whatever happens, you're in good hands with Mack Lewis. (In The Saturday evening post, Aug. 20, 1955, p.79) © 17Aug55; KK110542.

Whatever happens, you're in good hands with Paul Freker. (In The Saturday evening post, Nov. 19, 1955, p.139) © 14Nov55; KK111887.

Wrapped in thought. (In The Saturday evening post, Aug. 20, 1955, p.78) © 17Aug55; KK110541.

ALMOR CO. ©

Slack or peak, the checkout answer all week. Almor Chec-Eze. Super market equipment. Folder. Appl. author: Kenneth D. Warren. © 31Oct55; KK111583.

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49 piece ... Cannon sheet and towel set. (In Empire magazine (Denver post)) Appl. author: Milton L. Altheimer. © 8Aug55; KK109251.

Sale at Biedermans ... Automatic home workshop. Power tools. (In Pictures (St. Louis post-dispatch), Aug. 21, 1955, p.13) Appl. author: Milton L. Altheimer. © 21Aug55; KK110802.

Sale at Hadley's new warehouse store. New ... all-purpose steel utility cabinet base. (In The News-sentinel, Fort Wayne, Oct. 11, 1955, p.5) Appl. author: Milton L. Altheimer. © 11Oct55; KK111596.

Smith-Bridgman's home sale ... All 3 lamps ... \$26.95; wrought iron with 2-tier shades. (In The Flint journal, Flint, Mich., Oct. 2, 1955, p.11) Appl. author: Milton L. Altheimer. © 20Oct55; KK111598.

Smith-Bridgman's ... 75 piece de luxe 2-dinnerware sets. (In The Flint journal, Flint, Mich., Aug. 7, 1955, p.2) Appl. author: Milton L. Altheimer. © 7Aug55; KK110800.

Special sale at Busch's ... 73 piece power drill & socket wrench set. (In The Daily herald, Biloxi & Gulfport, Miss. coast, Sept. 1, 1955, p.9) Appl. author: Milton L. Altheimer. © 1Sep55; KK110801.

Special sale at H. L. Herman's ... Roto-Broil 400 rotisserie. (In Register star news, Sandusky, Ohio, Sept. 21, 1955, p.6) Appl. author: Milton L. Altheimer. © 21Sep55; KK110803.

Special sale at Mac's ... Dormeyer skillet, automatic-electric fryer, cooker. (In The Elkhart truth, Elkhart, Ind., Oct. 20, 1955, p.18) Appl. author: Milton L. Altheimer. © 20Oct55; KK111599.

Special sale at Martin's ... Folding table. (In The New Orleans times-picayune) Appl. author: Milton L. Altheimer. © 24Jun55; KK109253.

Special sale at Michael's. Dormeyer deep fry cooker. (In The Galveston daily news, Galveston, Tex.) Appl. author: Milton L. Altheimer. © 26Jun55; KK109252.

Special sale at Wiechmann's. 67 piece ... American Flyer electric, elevated trestle train set. (In The Saginaw news, Saginaw, Mich., Oct. 13, 1955, p.56) Appl. author: Milton L. Altheimer. © 13Oct55; KK111597.

ALTNOW, GEORGE G.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

AMANA REFRIGERATION, INC. ©

Amana-Magic budget planner. Chart. © 1Nov55; KK112472.

AMERICAN BAKERIES CO. ©

Cook Book, white enriched bread, made from the heart of the wheat. Wt. 1 1/2 lbs. Label. © 17Oct55; KK111162.

AMERICAN BLOWER CORP. ©

American Blower Ventura fans, model G, for business and commercial use. Form 6614. Folder. Appl. author: Arthur Winfield Hanigan. © 13Jun55; KK109308.

American Blower Ventura fans, model K, for industrial ventilation. Form 6714. Folder. Appl. author: Arthur Winfield Hanigan. © 13Jun55; KK109307.

Now, here's quiet heating. Ventura-fin unit heaters. Folder. Appl. author: Arthur Winfield Hanigan. © 22Aug55; KK111110.

Tailor heat flow to the job. Venturafin unit heaters. Form 7817. Folder. Appl. author: Arthur Winfield Hanigan. © 22Aug55; KK111111.

Venturafin horizontal unit heaters for steam or hot-water systems. Form 8117. Folder. Appl. author: Arthur Winfield Hanigan. © 22Aug55; KK111108.

Venturafin vertical unit heaters for steam or hot-water systems. Form 8017. Folder. Appl. author: Arthur Winfield Hanigan. © 22Aug55; KK111109.

AMERICAN BRAKE SHOE CO. ©

Brakes can become just as deadly. Dagger. American Brakeblok. Brake lining. (In The Saturday evening post, July 16, 1955, p.97) Appl. author: Edwin J. Howe. © 12Jul55; KK108831.

Brakes can become just as deadly. Dynamite. American Brakeblok ... brake lining. (In The Saturday evening post, Aug. 27, 1955, p.80) Appl. author: Edwin J. Howe. © 23Aug55; KK109754.

Door to door or city to city, get 3-way protection with American Brakeblok. Brake lining. (In Motor transportation, July 1955, p.20) Appl. author: Edwin J. Howe. © 5Jul55; KK108922.

Here's real coast-to-coast coverage. American Brakeblok. Brake lining. (In Jobber topics, July 1955, p.184-185) Appl. author: Edwin J. Howe. © 15Jul55; KK109713.

Local or express, you'll get surer stops with American Brakeblok. Brake lining. (In Bus transportation, June 1955, p.2 of cover) Appl. author: Edwin J. Howe. © 15May55; KK111084.

Riveted or bonded, you can't beat American Brakeblok. Brake lining. (In Super service station, June 1955, p.34) Appl. author: Edwin J. Howe. © 15Jun55; KK108620.

AMERICAN BREWERY, INC. ©

Buy it by the bottle, buy it by the glass, buy it by the case, you'll make friends with American, the wonderful, all-grain beer. (In The Baltimore news-post, June 3, 1955, p.39) Appl. author: Van Sant, Dugdale & Co. © 3Jun55; KK110897.

Heap good cheer in every bottle. American beer. (In The Sun, Baltimore, May 5, 1955, p.25) Appl. author: Van Sant, Dugdale & Co. © 5Jun55; KK110080.

Hi there, here's real American cheer. American beer. (In The evening sun, Baltimore, June 29, 1955, p.48-49) Appl. author: Van Sant, Dugdale & Co. © 29Jun55; KK110075.

Hi there, make friends with American beer. Plenty dry, plenty light, all-grain flavor, plenty all right. (In The Evening sun, Baltimore, Aug. 11, 1955, p.36) Appl. author: Van Sant, Dugdale & Co. © 17Jun55; KK110082.

Hi there, make friends with American, the wonderful all-grain beer. (In The Baltimore news-post, May 13, 1955, p.35) Appl. author: Van Sant, Dugdale & Co. © 13May55; KK110079.

Hi there, make friends with American, the wonderful, all-grain beer. Jingle. (In The Evening sun, Baltimore, Apr. 26, 1955, p.35) Appl. author: Van Sant, Dugdale & Co. © 26Apr55; KK110896.

Hi there, make friends with American this holiday and every day. (In The Sun, Baltimore, May 26, 1955, p.23) Appl. author: Van Sant, Dugdale & Co. © 25May55; KK110077.

Makes you glad you're thirsty. American beer. (In The Baltimore news-post, July 28, 1955, p.25) Appl. author: Van Sant, Dugdale & Co. © 28Jul55; KK110078.

Plenty all right whenever it's time for relaxing. Make friends with American, the wonderful all-grain beer. (In The Baltimore news-post, July 15, 1955, p.33) Appl. author: Van Sant, Dugdale & Co. © 7Jul55; KK110076.

Thirsty week-end coming up and American makes you glad you're thirsty. (In The Evening sun, Baltimore, Sept. 1, 1955, p.47) Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110081.

AMERICAN CELCURE WOOD PRESERVING CORP. ©

Penta-Mate, water repellent, wood preservative. Label. Appl. author: B. J. Bing. © 14Oct55; KK110991.

AMERICAN DISTILLING CO., INC. ©

Original Irish, the very best imported ... blended Irish whiskey. Label. © 4Apr55; KK108559.

AMERICAN FIXTURE, INC. ©

Modern metal fixtures that fit into your modern store plans. Folder. Appl. author: Milton H. Larson. © 1Sep55; KK109953.

AMERICAN GREASE STICK CO.

RuGlyde triple purpose rubber lubricant. Contents one U. S. gallon. Label. © Harold Rosen, Marcia Rosen, Leo S. Rosen, Florence S. Rosen & Douglas A. Rosen d.b.a. American Grease Stick Co.; 2May55; KK108274.

AMERICAN INSTITUTE OF MEN'S AND BOYS' WEAR, INC. ©
Dress right, you can't afford not to. Sheet. © 14Oct55; KK111100.

AMERICAN LEGION. ©
The new official sport shirt for Legionnaires. Mail folder. Appl. author: C. A. Morris. © 6Sep55; KK109990.

Special Christmas offer for American Legion members. Parker 51 pen and pencil set with American Legion emblem. Sheet. Appl. author: C. A. Morris. © 1Nov55; KK111553.

AMERICAN MACHINE & FOUNDRY CO. ©
AMF Lowerator, self-leveling, dispensers. Folder. © 4Nov55; KK112222.

Lowerator, self-leveling dispensers. Price list, effective July 1, 1955. Folder. © 3Aug55; KK111008.

AMERICAN MERRI LEI CORP. ©
Let's have a party. Merrimakers for 1956. Party goods. Pamphlet. Appl. author: Victor F. Hoefflich. © 18Jul55; KK109785.

AMERICAN OIL CO. ©
The big news: Amoco announces a new way to make gas, a new conception of octane. (In The Sun, June 7, 1955, p.19) Appl. author: The Joseph Katz Co. © 7Jun55; KK109124.

From now on you'll judge Octane in a new way. New, ultraformed Amoco gas ... (In The Sun, June 14, 1955, p.21) Appl. author: The Joseph Katz Co. © 14Jun55; KK109122.

It stands alone in the world today, new Octane Bonus Amoco gas. (In The Sun, June 28, 1955, p.19) Appl. author: The Joseph Katz Co. © 28Jun55; KK109120.

New Amoco-gas ends octane waste. (In The Sun, July 19, 1955, p.16) Appl. author: The Joseph Katz Co. © 19Jul55; KK109125.

No other premium gas gives you the Amoco Octane Bonus. (In Baltimore news-post, July 6, 1955, p.8-C) Appl. author: The Joseph Katz Co. © 6Jul55; KK109126.

The word they left out. The white gas with the Octane Bonus. Amoco. (In The Sun, July 12, 1955, p.16) Appl. author: The Joseph Katz Co. © 12Jul55; KK109123.

World's only gas with Octane Bonus. No octane wasted fighting lead deposits. Amoco. (In The Sun, June 21, 1955, p.19) Appl. author: The Joseph Katz Co. © 21Jun55; KK109121.

AMERICAN OPTICAL CO. ©
Don't park it around your neck, you might get a ticket to heaven, wear your respirator. Sheet. © 26Oct55; KK111618.

For the biggest profit, sell the biggest name, AO Polaroid sun glasses, 10 times better known than any other make. (In Management & selling, Feb. 8, 1954, p.107) © 8Feb54; KK109683.

Like dogs? Avoid this type, wear your safety glasses. Sheet. © 4Nov55; KK112262.

AMERICAN PFAFF.
Your own Pfaff dealer announces ... You can win, free, new Pfaff sewing machine. (In La Porte herald-argus, Nov. 30, 1955, p.11) Appl. author: Dancer-Fitzgerald-Sample, Inc. © American Pfaff Co.; 30Nov55; KK112951.

AMERICAN SAFETY RAZOR CORP. ©
Don't scrape off whiskers, shave closer without irritation. Gem Slim-V flat-top razor ... (In Sunday news, July 31, 1955, p.77) Appl. author: McCann Erickson, Inc. © 31Jul55; KK109615.

AMERICAN SCIENTIFIC LABORATORIES, INC. ©
ASL GalliVerma, drinking water wormer, for the removal of large round worms ... in poultry. Content 1 pint. Label. © 17Oct55; KK111156.

ASL SwiVerma, piperazine hog wormer, for the removal of large round-worms and nodular worms from swine. Net content 1 pint. Label. © 9Nov55; KK111763.

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How to protect hay stored outside, for less than 75¢ per ton, with Sisalkraft. Folder. © 29Nov55; KK112279.

See how amazing Sisalkraft, low cost, strong, waterproof, can help you in many ways. Waterproof building paper. Folder. © 1Aug55; KK111144.

AMERICAN TOBACCO CO. ©
All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Girl & boy at football game. (In The New York times, Nov. 15, 1955, p.26) Appl. author: The M. H. Hackett Co. © 15Nov55; KK112183.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Girl in riding habit. (In New York world telegram & the sun, Nov. 10, 1955, p.25) Appl. author: The M. H. Hackett Co. © 10Nov55; KK112182.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Girl wearing evening gown. (In The New York times, Nov. 22, 1955, p.22) Appl. author: The M. H. Hackett Co. © 22Nov55; KK112184.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Girl with dog. (In The New York times, Oct. 25, 1955, p.14) Appl. author: The M. H. Hackett Co. © 25Oct55; KK112141.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Golfer smoking. (In The New York times, Oct. 11, 1955, p.40) Appl. author: The M. H. Hackett Co. © 11Oct55; KK111827.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Man holding gun. (In The New York times, Nov. 1, 1955, p.22) Appl. author: The M. H. Hackett Co. © 1Nov55; KK112139.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Smiling woman with package. (In The New York herald tribune, Oct. 5, 1955, p.22) Appl. author: The M. H. Hackett Co. © 4Oct55; KK111826.

All the pleasure comes thru, the taste is great. Man holding out package of Tareytons. (In The New York times, Oct. 18, 1955, p.30) Appl. author: The M. H. Hackett Co. © 18Oct55; KK112140.

American's big 4 lead in sales. Pall Mall; Tareyton, filter [&] cork tips; Lucky Strike. (In

Chain store age, grocery ed., Nov. 1955, p.42a) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Oct55; KK112829.

Black shank in burley can be controlled. No.56. (In The Kentucky farmer, Dec. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Dec55; KK112395.

Close check on curing conditions yields better flue-cured tobacco. No.46. (In The Southern planter, July, 1955, p.9) Appl. author: Carl Camenisch Advertising, Inc. © 1Jul55; KK109058.

Comes through every time. Filter tip Tareyton cigarettes. (In Collier's, Oct. 14, 1955, p.77) Appl. author: The M. H. Hackett Co. © 14Oct55; KK110910.

From breakfast time to the wee small hours, Luckies taste better. [Endorsed by] Gerri Major. (In The Baltimore Afro-American, July 26, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jul55; KK112828.

Green pastures can solve the burley grower's problem. No.52. (In The Kentucky farmer, Aug. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Aug55; KK109458.

Growing flue-cured tobacco means year-'round planning. No.51. (In The Southern planter, Dec. 1955, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Dec55; KK112546.

Guard quality of cured tobacco until it reaches the market floor. No. 47. (In The Southern planter, Aug. 1955, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Aug55; KK109637.

Happy-Joe-Lucky beats the rush with Gisele MacKenzie. Lucky Strike cigarettes. (In New York news, Dec. 4, 1955, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Dec55; KK112848.

Happy-Joe-Lucky gets a bum steer. Lucky Strike cigarettes. (In New York news, Aug. 14, 1955, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Aug55; KK112844.

Happy-Joe-Lucky has a lot of crust. Lucky Strike cigarettes. (In New York news, Oct. 9, 1955, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Oct55; KK112846.

Happy-Joe-Lucky scores again. Lucky Strike cigarettes. (In New York news, Nov. 6, 1955, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Nov55; KK112847.

Happy-Joe-Lucky takes on Sam Snead. Lucky Strike cigarettes. (In New York news, Sept. 11, 1955, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Sep55; KK112845.

Happy-Joe-Lucky tries out for the Dodgers. Lucky Strike cigarettes. (In New York news, July 17, 1955, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jul55; KK112843.

I enjoy the clean, fresh taste of luckies. [Endorsed by] Chet Williams. (In Farm & ranch, July 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun55; KK112834.

AMERICAN TOBACCO CO. © Cont'd.

- I go for Luckies, they taste better to me. [Endorsed by] Roy Campanella. (In The Baltimore Afro-American, July 19, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Jul55; KK112827.
- I like the better taste of Luckies' toasted tobacco. [Endorsed by] Arden Hill [and two others] (In The Baltimore Afro-American, July 12, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jul55; KK112826.
- I like the extra taste, the better taste of Luckies toasted tobacco. [Endorsed by] Arden Hill. (In The Baltimore Afro-American, June 28, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jun55; KK112824.
- I like the way Luckies taste. [Endorsed by] C. C. DeJoie, Jr. (In The Baltimore Afro-American, Mar. 8, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Mar55; KK108587.
- I've smoked Luckies for 28 years. I know Luckies taste better. [Endorsed by] Joe Weedon. (In Farm & ranch, Sept. 1955, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug55; KK112835.
- I've switched to Luckies for good because they taste better. [Endorsed by] Levi Jackson. (In The Baltimore Afro-American, July 5, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jul55; KK112825.
- Light up a Lucky, it's light-up time. Beach advertisement. (In Life, July 4, 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul55; KK112837.
- Light up a Lucky, it's light-up time. Cook out advertisement. (In Look, Aug. 9, 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jul55; KK112840.
- Light up a Lucky, it's light-up time. Driving range advertisement. (In Life, Aug. 1, 1955, p.84) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jul55; KK112838.
- Light up a Lucky, it's light-up time. Football advertisement. (In Chicago Bears vs. Cleveland Browns (College football programs) Sept. 15, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep55; KK112830.
- Light up a Lucky, it's light-up time. Lawn advertisement. (In Collier's, Aug. 5, 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jul55; KK112831.
- Light up a Lucky, it's light-up time. Lawn [scene] man [sitting on fence with cigarette as woman strikes match] (In American Legion, Aug. 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug55; KK112820.
- Light up a Lucky, it's light-up time. Mailbox advertisement. (In Time, Aug. 22, 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug55; KK112849.
- Light up a Lucky, it's light-up time. Sailboat advertisement. (In The American Legion, June 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun55; KK112819.
- Light up a Lucky, it's light-up time. Screen advertisement. (In Look, Oct. 4, 1955, p.41) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Sep55; KK112841.
- Light up a Lucky, it's light-up time. TV baseball advertisement. (In Newsweek, Sept. 19, 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep55; KK112842.
- Light up a Lucky, it's light-up time. TV football advertisement. (In Field & stream, Nov. 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Oct55; KK112836.
- Light up a Lucky, it's light-up time. TV football advertisement. (In Life, Oct. 24, 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Oct55; KK112839.
- Light up a Lucky, it's light-up time. Xmas advertisement. (In Farm journal, Dec. 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Nov55; KK112832.
- Luckies always taste better to me. [Endorsed by] Arthur B. McCaw. (In The Baltimore Afro-American, Mar. 22, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Mar55; KK108586.
- Luckies sure taste better. [Endorsed by] Ted Shearer [and two others] (In The Baltimore Afro-American, May 31, 1955, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31May55; KK112822.
- Luckies take the prize with me. [Endorsed by] J. Maurice Smith. (In Farm & ranch, Mar. 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb55; KK112833.
- Many influences at work in good burley cure. No.53. (In The Kentucky farmer, Sept. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Sep55; KK110219.
- Newspaper editor says: I've liked the taste of every Lucky I've smoked. [Endorsed by] Frank L. Stanley [and two others] (In The Baltimore Afro-American, May 3, 1955, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3May55; KK112821.
- Preventive measures reduce virus diseases of tobacco. No.49. (In The Southern planter, Oct. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 10Oct55; KK110793.
- Protect burley leaf from barn to warehouse. No.54. (In The Kentucky farmer, Oct. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 10Oct55; KK110904.
- Reduce nematode population with rotation practices. No.50. (In The Southern planter, Nov. 1955, p.9) Appl. author: Carl Camenisch Advertising, Inc. © 1Nov55; KK111692.
- Reward yourself with the pleasure of smooth smoking, smoke longer and finer and milder Pall Mall. [cDraftsman at drawing boards] (In The Saturday evening post, Apr. 17, 1954, p.83) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Apr54; KK109814.
- Reward yourself with the pleasure of smooth smoking, smoke longer and finer and milder Pall Mall. [cMan reclining with cigarette in his hands] (In Collier's, June 11, 1954, p.35) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Jun54; KK112304.
- Reward yourself with the pleasure of smooth smoking, smoke longer and finer and milder Pall Mall. [Wharf scene] (In The Saturday evening post, May 15, 1954, p.85) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15May54; KK112303.
- Scores every time. Filter tip Tareyton cigarettes. (In Collier's, Aug. 19, 1955, p.39) Appl. author: The M. H. Hackett Co. © 19Aug55; KK109557.
- The Tareyton twosome ... cork tip & filter tip ... the perfect choice for better smoking. (In Life, Nov. 14, 1955, p.34) Appl. author: The M. H. Hackett Co. © 10Nov55; KK111825.
- The Tareyton twosome for double action. Cork tip & filter tip cigarettes. (In Vend, Dec. 1955, p.70-71) Appl. author: The M. H. Hackett Co. © 5Dec55; KK112386.
- The Tareyton twosome, the perfect choice for Christmas giving. (In Glamour, Dec. 1955, p.16) Appl. author: The M. H. Hackett Co. © 22Nov55; KK112385.
- This Christmas reward yourself, and your friends, with the pleasure of smooth smoking. Pall Mall. (In The Saturday evening post, Nov. 27, 1954, p.87) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Nov54; KK109300.
- Top later, sucker less for finer burley quality. No.51. (In The Kentucky farmer, July 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Jul55; KK108602.
- Well-kept tobacco machinery repays flue-cured growers. No.48. (In The Southern planter, Sept. 1955, p.9) Appl. author: Carl Camenisch Advertising, Inc. © 1Sep55; KK110068.
- Wherever good taste is a by-word, it's Herbert Tareyton with the genuine cork tip for better smoking. [Couple smoking on terrace] (In Collier's, July 22, 1955, p.69) Appl. author: The M. H. Hackett Co. © 22Jul55; KK108739.
- Wherever good taste is a by-word, it's Herbert Tareyton with the genuine cork tip for better smoking. (In Collier's, Sept. 16, 1955, p.53) Appl. author: The M. H. Hackett Co. © 16Sep55; KK109796.
- Why do I smoke Luckies? [Endorsed by] James Junior Gilliam. (In The Baltimore Afro-American, June 14, 1955, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jun55; KK112823.
- Young people help raise burley production standards. No.55. (In The Kentucky farmer, Nov. 1955, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Nov55; KK112359.

AMES, IRA R., JR. d.b.a. AMES INSTRUMENT CO. SEE Ames Instrument Co.

AMES INSTRUMENT CO.
Snapperage, a new concept in adjustable limit gaging. Sheet.
© Ira R. Ames, Jr. d.b.a. Ames Instrument Co.; 31May55; KK108262.

ANCHOR RUBBER PRODUCTS, INC. ©
Dodge truck floor mat. Template & instruction sheet for shaping mat and locating holes. © 30Nov55; KK112945.

Ford truck floor mat. Template & instruction sheet for shaping mat and locating holes. © 30Nov55; KK112943.

G. M. C. & Chevrolet truck floor mat. Template & instruction sheet for shaping mat and locating holes. © 30Nov55; KK112942.

White truck floor mat. Template & instruction sheet for shaping mat and locating holes. © 30Nov55; KK112944.

ANCIENT AGE DISTILLING CO. ©
Here they are. First winners to bring home \$25 from the Ancient Age sports idea exchange. Bourbon. (In Sports afield, July 1, 1955, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 1Jul55; KK108288.

How to bring a 'coon out into the open. (In Sports afield, Dec. 1955, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec55; KK112458.

How to make fish bite. One of ten winning tips to bag \$25.00 in Ancient Age sports idea contest. Kentucky straight bourbon. (In Sports afield, Nov. 1955, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov55; KK111401.

If you can find a better bourbon for Christmas, buy it. (In Life, Dec. 5, 1955, p.137) Appl. author: Doyle Dane Bernbach, Inc. © 5Dec55; KK112803.

More winners to bring home \$25 from the Ancient Age sports idea exchange. Straight Kentucky bourbon. (In Sports afield, Sept. 1955, p.83) Appl. author: Doyle Dane Bernbach, Inc. © 1Sep55; KK109611.

More winners to bring home \$25 from the Ancient Age sports idea exchange: E. C. Hahl [& 9 others] (In Sports afield, Aug. 1955, p.63) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug55; KK109142.

Two sporting propositions ... Ancient Age, Kentucky straight bourbon. (In Sports afield, Oct. 1955, p.115) Appl. author: Doyle Dane Bernbach, Inc. © 1Oct55; KK111390.

Why Ancient Age can say, If you can find a better bourbon, buy it. (In The Argonaut, June 24, 1955, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 24Jun55; KK109141.

ANDALE CO. ©
Andale aftercoolers. Type 226. Installation and operation. Instruction bulletin 351-B. Sheet. © 12Aug55; KK109291.

Andale strainers, duplex, with switching valve plug type 1044B. Bulletin 461-S. Card. © 28Dec55; KK112938.

ANDERSEN, GEORGE W.
Sing, play, give Gift records. Label. © George Walter Andersen; 29Jul55; KK109645.

ANDERSON CO. ©
Anco Cobrette conversion; complete with new turtleback wiper blades with push-button refills. Label. © 22Jun55; KK109132.

Anco super service model turtleback windshield wiper blades. Carton to hold five pair boxes. Label. © 20May55; KK109136.

Anco turtleback push-button refills. Carton to hold 5 pair boxes. Label. © 24May55; KK109135.

Anco turtleback push-button refills. Pair box. Label. © 24May55; KK109133.

Anco turtleback windshield wiper blades with push-button refills. Pair box. Label. © 20May55; KK109134.

Car-dealer-selected PS wiper blade and arm assortment. PS11. Label. © 7Oct55; KK111421.

Mr. Dealer: Get this \$19.45 profit-plus bonus. Dealer's requisition. Form 04-0422. Windshield wiper blades & arms for automobiles. Sheet. © 15Sep55; KK111412.

Mr. Dealer: Now, get your PS assortment, \$19.45 profit-plus bonus. Form 04-0420, effective Sept. 15, 1955. Windshield wiper blades and arms. Catalogue sheet. © 15Sep55; KK111414.

Mr. Distributor's Salesman: Anco series A dealer prizes, now, free to you for Anco pay-raiser merits. Form 04-0381, rev. 6-55. Windshield wiper blades & arms for automobiles. Sheet. © 27Jun55; KK111411.

PS windshield wiper arm. Curved w/s PS5 10 to 14 drum head. One arm. Label. © 7Oct55; KK111419.

PS windshield wiper arm. Flat w/s PS7 6 to 9 drum & screw. One arm. Label. © 7Oct55; KK111420.

PS windshield wiper arms. 6 arms. Label. © 7Oct55; KK111416.

PS windshield wiper blade. Curved w/s PS2-10" locker type. One blade. Label. © 7Oct55; KK111418.

PS windshield wiper blade. Flat w/s PS3-10" hook type. One blade. Label. © 7Oct55; KK111417.

PS windshield wiper blades. 6 blades. Label. © 7Oct55; KK111415.

PS windshield wiper blades and arms. Form 04-0416, effective Sept. 15, 1955. Catalogue sheet. © 15Sep55; KK111413.

ANGLE, PAUL M.
Works for which Paul M. Angle is the joint author are entered under Kingsport Press, Inc.

ANGLER'S PRODUCTS CO.
Adjustable book cover for books up to 7 3/4" high. Sheet. © Angler's Products Co., Sam W. Brunner, proprietor; 4Jan55; KK110667.

ANHEUSER-BUSCH, INC. ©
As clean and clear and refreshing as mountain air, as friendly as a village festival, as cooling as the snow on Bavarian peaks.

Busch Bavarian beer. (In The Wichita beacon, Aug. 31, 1955, p.24) Appl. author: William L. Spencer. © 31Aug55; KK110815.

As clear and bright as a sunny day in the Alps, as light as the fleecy clouds above them, now, from America's leading brewer, Busch Bavarian [beer] (In The Wichita beacon, Sept. 6, 1955, p.2) Appl. author: William L. Spencer. © 6Sep55; KK110816.

For America's new way of living ... Busch Bavarian beer. (In The Wichita beacon, Sept. 27, 1955, p.2) Appl. author: William L. Spencer. © 27Sep55; KK111263.

How to score with Budweiser lager beer. Sales promotion. Pamphlet. Appl. author: Gilbert E. Mott. © Anheuser Busch, Inc. (in notice: Anheuser-Busch, Inc.); 10Jan55; KK108260.

How to take home more profits. Budweiser. Beer sales promotion. Pamphlet. Appl. author: Gilbert E. Mott. © Anheuser Busch, Inc. (in notice: Anheuser-Busch, Inc.); 10Jan55; KK108259.

Judged the best because it's Budweiser. Where there's life, there's Bud. Mardi Gras. Beer. (In Chicago sun-times, Oct. 26, 1955, p.47) Appl. author: D'Arcy Advertising Co. © 26Oct55; KK111537.

When the telephone still was a novelty, Budweiser led all beers ... Today Budweiser still leads the world's beers in sales ... Treat yourself a little better. Old fashioned telephone, modern restaurant. (In Chicago daily sun-times, Nov. 16, 1955, p.31) Appl. author: D'Arcy Advertising Co. © 16Nov55; KK112484.

ANIMAL TRAP CO. OF AMERICA. ©
Long-Life Victor bait bucket. Label. Appl. author: Huckins-Smith, Inc. © 1Sep53; KK112726.

Set four, catch more with Victor mouse traps. (Victor, four-pack, mouse traps) 4 traps 29¢. Label. Appl. author: Huckins-Smith, Inc. © 1Jul53; KK112727.

ANN BALDWIN SALES CO. SEE Baldwin (Ann) Sales Co.

ANNHEUSER-BUSCH, INC. SEE Anheuser-Busch, Inc.

ANSCO, a division of GENERAL ANILINE & FILM CORP. SEE General Aniline & Film Corp.

ANTI-HYDRO WATERPROOFING CO. ©
Anti-Hydro keeps water out. Folder. Appl. author: Mortimer W. Meyer. © 15Mar55; KK110748.

Aridsil dampproofing specifications. Sheet. Appl. author: Mortimer W. Meyer. © 15Jul55; KK110749.

Aridsil, the invisible silicone water repellent, keeps masonry dry as the desert. Folder. Appl. author: Mortimer W. Meyer. © 15Apr55; KK110745.

Do it yourself as the experts do. Anti-Hydro; Aridsil; Armortop. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun55; KK110746.

Do it yourself, as the experts do, quickly, at low cost with Anti-Hydro. Folder. Appl. author: Mortimer W. Meyer. © 15Jun55; KK110747.

APEX ELECTRICAL MANUFACTURING CO. ©

Coming soon. Apex brings you the first full-size folding wringer washer. Apex Foldaway, spiral dasher washer. (In Electrical merchandising, Nov. 1955, p.2 of cover) Appl. author: Meldrum & Fewsmith, Inc. © 1Nov55; KK111767.

Lowest-priced. Save \$30 on a complete, full-size Apex home Dyno-Cleaner. Vacuum. (In Life, Sept. 26, 1955, p.106) Appl. author: Meldrum & Fewsmith, Inc. © 21Sep55; KK110304.

One wash will prove the difference. Apex spiral tub agitator. (In the Saturday evening post, July 2, 1955, p.89) Appl. author: Meldrum & Fewsmith, Inc. © 28Jun55; KK108283.

ARCHER MILLS, INC. ©

The Archer fashion colourscope for fall and winter 1955. Nylon hosiery. (In Vogue, Oct. 1955, p.18-19) Appl. author: Frederick C. Williams & Associates. © 10Oct55; KK110436.

ARCON.

The delight of every girl and woman: Foldette, the exciting, beautiful folding mirror-lipstick case ... Sheet. © Arcon, Arthur D. Cohn, sole owner; 15Aug55; KK109323.

The Money-Trap. Change purse. Sheet. © Arcon, Arthur D. Cohn, sole owner; 15Nov55; KK111797.

ARDALT, INC. ©

Divine Lenwile porcelain holiday statuettes. (In The Gift & art buyer, Aug. 1955, p.3) Appl. author: Leon A. Arditti. © 22Jul55; KK112444.

Tune up your sales with some assortments of Nocturne, Lenwile China. Pitchers, tea pots, coffee pots, vases ... (In The Gift & art buyer, Sept. 1955, p.3) Appl. author: Leon A. Arditti. © 4Aug55; KK112443.

We know you'll like our new line of Americana etchings on Lenwile China. Plates, vases, pitchers [& similar articles] (In The Gift & art buyer, June 1955, p.3) Appl. author: Leon A. Arditti. © 4Apr55; KK110418.

We suggest you try our brand new collectors' proverbial china, teas on stands of golden antimony. Lenwile. Footed tea cups with matching saucers. (In The Gift & art buyer, May 1955, p.3) Appl. author: Leon A. Arditti. © 14Apr55; KK110419.

You, too, will be reordering our Butterfly Hobnail Lenwile China. Finger vases, handled baskets, candleholders [& similar articles] (In The Gift & art buyer, July 1955, p.3) Appl. author: Leon A. Arditti. © 23Jun55; KK110417.

ARDMORE, OKLAHOMA CHAMBER OF COMMERCE. ©

Bottled Sunshine. Souvenir. Label. Appl. author: Roland E. Descans. © 19Sep55; KK111408.

ARGAM COMMERCIAL CO., INC. ©

Genuine cooked Prague ham. Label. Appl. author: Louis Furth. © 1Jul55; KK109786.

ARGUS CAMERAS, INC. ©

America's most distinguished 35 mm camera. Argus C-4. (In Life, Oct. 17, 1955, p.129) Appl. author: Young & Rubicam, Inc. © 11Oct55; KK111628.

Argus C-4, one of the world's few truly fine cameras. (In Newsweek, Sept. 26, 1955, p.2) Appl. author: Young & Rubicam, Inc. © 22Sep55; KK112695.

Argus makes wonderful pictures wonderfully easy to take. Argus C-4, Argus C-3, Argus automatic projector. (In Modern photography, Sept. 1955) Appl. author: Young & Rubicam, Inc. © 10Aug55; KK111631.

At last, Argus simplifies picture-taking with exclusive Color-matic. Argus C-4, Argus C-3, Argus automatic projector. (In New Yorker, Dec. 11, 1954) Appl. author: Young & Rubicam, Inc. © 9Dec54; KK111663.

Brightest ways we know to say merry Christmas. (In Life, Nov. 29, 1954) Appl. author: Young & Rubicam, Inc. © 25Nov54; KK110934.

Do your Christmas shopping in the Argus gift gallery. Cameras & projectors. (In Life, Nov. 30, 1953) Appl. author: Young & Rubicam, Inc. © 26Nov53; KK110930.

Have you ever really seen your color slides? Argus 300 watt projector. (In Time, Sept. 19, 1955, p.50) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK112693.

Here's proof that luxuries needn't be expensive. Argus C-3. (In The Saturday evening post, Oct. 8, 1955, p.69) Appl. author: Young & Rubicam, Inc. © 5Oct55; KK111629.

Here's the one for the money. Argus C3. (In The Saturday evening post, Sept. 18, 1954, p.106) Appl. author: Young & Rubicam, Inc. © 15Sep54; KK110932.

Here's the one for the show. Argus 300 watt projector. (In The Saturday evening post, Sept. 18, 1954, p.107) Appl. author: Young & Rubicam, Inc. © 15Sep54; KK110933.

New Argus automatic 300 watt projector shows, changes, stores your color slides automatically. (In Life, Sept. 13, 1954) Appl. author: Young & Rubicam, Inc. © 9Sep54; KK110921.

New Argus L-3 light meter, a lifetime of good picture insurance, only \$16.95. (In The New Yorker, Oct. 1, 1955, p.52) Appl. author: Young & Rubicam, Inc. © 29Sep55; KK112694.

Now, Argus Color-matic gives you better pictures with 3 quick, easy settings. Argus C3, Argus A4, Argus C4, Argus automatic projector. (In Newsweek, Oct. 25, 1954, p.37) Appl. author: Young & Rubicam, Inc. © 21Oct54; KK111662.

Performs like cameras costing hundreds of dollars more. Argus C3. (In Life, May 17, 1954, p.19) Appl. author: Young & Rubicam, Inc. © 13May54; KK110929.

The whole kit and caboodle only \$32.75. Argus Super 75 color kit. (In Collier's, Dec. 9, 1955, p.54) Appl. author: Young & Rubicam, Inc. © 24Nov55; KK112692.

The whole shootin' match, only \$31.50. Argus Super 75. (In Collier's, Oct. 14, 1955, p.81) Appl. author: Young & Rubicam, Inc. © 29Sep55; KK111630.

Wonderful for lazy people and for practically everyone else. Argus 75; Argus 75 camera kit. (In The Saturday evening post, Nov. 27, 1954, p.111) Appl. author: Young & Rubicam, Inc. © 24Nov54; KK110931.

You get wide-screen brilliance, vivid depth of color, easy operation with the new Argus automatic 300 watt projector. (In Life, Sept. 26, 1955, p.15) Appl. author: Young & Rubicam, Inc. © 22Sep55; KK111627.

ARMOUR & CO. ©

Alkylolamides made with Armour coconut oil fatty acids increase suds stability of detergents 500 %/o. Coconut & line drawing of chemical plant. Chemicals. (In Soap & chemical specialties, July 1955, p.63) Appl. author: Arthur Silver. © Armour Chemical Division, Armour & Co.; 5Jul55; KK109973.

Armour redesigns alkyd acid line. Paint bucket. Chemicals. (In Paint & varnish production, June 1955, p.74) Appl. author: Arthur Silver. © Armour Chemical Division, Armour & Co.; 5Jun55; KK108425.

Armour, world's largest producer of cationic chemicals. Chemist holding beaker. (In Chemical & engineering news, Oct. 24, 1955, p.4590-4591) Appl. author: Arthur Silver. © Armour Chemical Division, Armour & Co.; 24Oct55; KK111624.

Bubble meets mineral. Speed up this underwater pickup and your profits climb. Flotation tank. Coupon. Chemicals. (In Engineering & mining journal, Nov. 1955, p.125) Appl. author: Arthur Silver. © Armour & Co., Armour Chemical Division; 10Nov55; KK112162.

One teaspoonful of Armeen C per 2,200 gallons of gasoline stopped corrosion, increased throughput 20 %/o. Hand, teaspoon and tower. Chemicals. (In Petroleum refiner, June 1955, p.195) Appl. author: Arthur Silver. © Armour Chemical Division, Armour & Co.; 10Jun55; KK108676.

Production problems? Cost problems? Armour cationics solved both in these widely diverse fields. Fertilizer spread and water cooling system. Chemicals. (In Chemical week, June 18, 1955, p.10-11) Appl. author: Arthur Silver. © Armour Chemical Division, Armour & Co.; 18Jun55; KK108426.

Today's notes for tomorrow's profits. New Armour dimethyl alkyl tertiary amines now available in purities of 92 %/o. Charts, formulas & coupon for literature. Chemicals. (In Chemical & engineering news, Sept. 26, 1955, p.4059) Appl. author: Arthur Silver. © Armour Chemical Division, Armour & Co.; 26Sep55; KK110781.

Velva-Soft launches biggest business building promotion ever planned for professional laundries. Fabric softener. (In The Automatic launderer & cleaner, Nov. 1955, p.8-9) Appl. author: G. Park Taylor. © 15Nov55; KK112419.

Velva-Soft, the Armour discovery that built new sales through new softness, now blues and brightens, too. Housewife placing freshly

ironed shirts in drawer. Fabric softener. (In Automatic launderer & cleaner, Sept. 1955, p.6-7) Appl. author: G. Park Taylor. © 15Sep55; KK110783.

ARMOUR CHEMICAL DIVISION, ARMOUR & CO.
SEE Armour & Co.

ARMS, L. J.
Personalized, phonograph records, birthday lore; family series. Label. © Leland J. Arms; 29Aug55; KK110838.

ARNOLD BAKERS, INC. ©
Arnold brick Oven protein bread. Net weight 8 oz. Label. © 12Sep55; KK110038.

Arnold Brick Oven white, thinly sliced, enriched bread. Net weight 8 oz. Label. © 15Aug55; KK111617.

Arnold hearthstone white bread. Free sample. Label. © 11Nov55; KK111781.

Brick Oven choc-chip cookies. Net weight 6 1/2 oz. Label. © 8Nov55; KK111782.

Enriched Arnold butter parkers. Net weight 7 ounces. Rolls. Label. © 8Aug55; KK109562.

Enriched Brick Oven butter crumpets. Net wt. 7 1/2 oz. Label. © 28Oct55; KK111465.

A happy memory come true, Arnold hearthstone white. Enriched bread. Net wt. 1 lb. Label. © 19Sep55; KK110249.

ART METAL CONSTRUCTION CO. ©

Art Metal job fitted desks and chairs engineered and organized to lower the cost of office work. (In Office appliances, Feb. 1955, p.97) Appl. author: J. B. Morton, Comstock & Co. © Art Metal Construction Co. d.b.a. Art Metal; 25Jan55 (in notice: 1954); KK111195.

A constructive solution to the rising cost of office operation. Art Metal El-Units. (In The Office economist, Jan.-Feb. 1954, p.16) Appl. author: J. B. Morton. © 1Jan54 (in notice: 1953); KK108467.

Designed for function, styled for color. Desks, chairs, credenza units ... (In The Office economist, Nov.-Dec. 1955, p.16) Appl. author: Comstock & Co. © Art Metal Construction Co. d.b.a. Art Metal; 1Nov55; KK112606.

Figure your space savings in dollars when you specify Art Metal 55" desks. (In The Office economist, Sept.-Oct. 1955, p.16) Appl. author: J. B. Morton, Comstock & Co. © Art Metal Construction Co. d.b.a. Art Metal; 1Sep55; KK110406.

Here's filing that's better both ways. Filing equipment. (In The National stationer, Jan. 1954, p.77) Appl. author: J. B. Morton, Comstock & Co. © 15Jan54 (in notice: 1953); KK109794.

In an Art Metal speed-file one simple motion opens any drawer while contents slope back automatically. (In The Office economist, July-Aug. 1955, p.15) Appl. author: J. B. Morton, Comstock & Co. © Art Metal Construction Co. d.b.a. Art Metal; 1Jul55; KK110324.

Lighten the load of deskwork with inside organization. Desks. (In The Office economist, Jan.-Feb. 1954, p.15) Appl. author: J. B. Morton. © 1Jan54; KK108466.

Make room for more people in the same space with Art Metal El-Unit modular offices. (In Management methods, June 1955, p.27) Appl. author: J. B. Morton. © 15May55; KK108470.

Nothing sells like the fatigue-free comfort of an Art Metal posture chair. (In Office appliances, Jan. 1955, p.146) Appl. author: J. B. Morton. © 25Dec54; KK108471.

Office work stations tailored for the job. Desks & chairs. (In The Office economist, May-June 1954, p.16) Appl. author: J. B. Morton. © 1May54; KK108472.

Only Art Metal brings you coordinated resources for office modernizing, planning, equipment, systems. (In Dun's review & modern industry, Oct. 1955, p.113) Appl. author: J. B. Morton, Comstock & Co. © 10Oct55; KK111205.

Only Art Metal brings you coordinated resources for office modernizing, planning, equipment, systems. (In The National stationer, Oct. 1955, p.18-19) Appl. author: J. B. Morton, Comstock & Co. © 15Oct55; KK111780.

Planned offices. Office furniture. (In The Wall Street journal, Sept. 15, 1954, p.7) Appl. author: J. B. Morton. © 15Sep54; KK108469.

Put office floor space to more efficient use. Art Metal El-Units. (In U. S. news & world report, Nov. 27, 1953, p.103) Appl. author: J. B. Morton, Comstock & Co. © 27Nov53; KK109793.

She's taking notice instead of giving it. Chairs. (In The National stationer, Aug. 1955, p.25) Appl. author: J. B. Morton, Comstock & Co. © 15Aug55; KK109832.

Show these space savings in dollars, a big extra with Art Metal 55" desks. (In The National stationer, Sept. 1955, p.41) Appl. author: J. B. Morton, Comstock & Co. © 15Sep55; KK110270.

You can accomplish more at an Art Metal desk, engineered and organized to avoid waste motion. (In The Office economist, Nov.-Dec. 1954, p.16) Appl. author: J. B. Morton. © 1Nov54; KK108468.

ARTHUR HERTZBERG & CRAFTSMEN. SEE Hertzberg (Arthur) & Craftsmen.

ARTHUR MURRAY ENTERPRISES, INC. SEE Murray (Arthur) Enterprises, Inc.

ASHE (WALTER) RADIO CO. ©

Walter Ashe, 1956, serving the needs of experimenters and radio technicians in radio, television & electronic equipment. (Walter Ashe radio and electronic parts catalog) 160 p. Appl. author: Orville H. Kettler. © 1Sep55; KK109784.

ASSOCIATED BLUE LAKE GREEN BEAN CANNERS, INC. ©

Meet Mr. Blue Lake, the aristocrat of the green bean family from the Pacific Northwest. (In Ladies' home journal, Sept. 1955, p.120) Appl. author: Donald R. Dawson. © 26Aug55; KK110353.

ASURE, MAE & PAUL ASURE d.b.a. PARADISE VALLEY LODGE. SEE Paradise Valley Lodge.

ASURE, PAUL & MAE ASURE d.b.a. PARADISE VALLEY LODGE. SEE Paradise Valley Lodge.

ATLANTIC PACKING CO. ©

Tomorrow is here. Edible meat. (In Michigan restaurateur, July 1955, p.10) © 1Jul55; KK110391.

ATLAS AUTOMOTIVE PRODUCTS, INC. ©

Brake hospital. Sheet. Appl. author: Frank Schwartz. © 5Aug55; KK110533.

ATLAS SUPPLY CO. ©

Atlas gives you full value in safety, mileage, comfort. Atlas tubeless Cushionaire tire. (In The Progressive farmer, May 1955, p.56-57) Appl. author: McCann Erickson, Inc. © 1May55; KK111205.

Depend on your Atlas dealer to keep you rolling. Atlas tires, batteries, accessories. (In Farm journal) Appl. author: McCann Erickson, Inc. © 18May55; KK112010.

Don't let this happen to you, avoid waiting in line when the first cold weather strikes, get Atlas Perma-Guard anti-freeze, now. (In The Saturday evening post, Sept. 17, 1955, p.101) Appl. author: McCann Erickson, Inc. © 17Sep55; KK111498.

The driving you enjoyed in July can cause battery failure in October. Have your Atlas dealer check your battery now. (In The Saturday evening post, Oct. 8, 1955, p.63) Appl. author: McCann Erickson, Inc. © 17Sep55; KK112339.

Let fall fairs remind you. See your Atlas dealer for winter service. Atlas tires, batteries & accessories. (In The Progressive farmer, Oct. 1955, p.39) Appl. author: McCann Erickson, Inc. © 15Sep55; KK111380.

No finer tire in the world, the Atlas Premium ... with miracle Vuprene ... Appl. author: McCann Erickson, Inc. © 13Jun55; KK108569.

Oh, what a beautiful warning for car owners to see their Atlas dealers for winter service. Atlas Perma-Guard anti-freeze; tires; batteries; accessories. (In The Saturday evening post, Oct. 15, 1955, p.111) Appl. author: McCann Erickson, Inc. © 15Oct55; KK112331.

Whatever your needs for winter driving, your Atlas dealer offers top tire values. Atlas tires; batteries; accessories. (In The Saturday evening post, Nov. 26, 1955, p.125) Appl. author: McCann Erickson, Inc. © 26Nov55; KK112337.

When the crops are in, see your Atlas dealer for winter service. Atlas tires, batteries & accessories. Appl. author: McCann Erickson, Inc. © 12Oct55; KK111483.

When the mallards head south, it's time to see your Atlas dealer for service. Atlas tires; batteries; accessories. (In The Saturday evening post, Nov. 5, 1955, p.115) Appl. author: McCann Erickson, Inc. © 5Nov55; KK112338.

Who's who on the highway. Atlas tires, batteries, accessories. Appl. author: McCann Erickson, Inc. © 12Jun55; KK109616.

AUDREA DU VAL LABORATORIES.

Masquerade make-up kit. Label. © Audrea du Val Laboratories, Inc.; 29Sep55; KK110942.

AUSTIN, MARGOT.

Put together pictures to push out.
SEE Platt & Munk Co., Inc.

AUTO MECHANICS INSTITUTE - A. M. I.

East or west, the best; Auto Mechanics Institute. [Endorsed by] Lyle W. Kellogg. Sheet. © Frank O. Bregnard d.b.a. Auto Mechanics Institute - A. M. I.; 8Nov55; KK111851.

AUTOMATIC CANTREEN CO. OF AMERICA. ©

At the drop of a coin, look what you get from Canteens. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109739.

Both local and national, that's Canteen service. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109731.

During the next few months Canteens offer a new candy assortment. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109741.

Every vending service from a single dependable source, that's the comprehensive service offered by Canteen. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109735.

The hottest news in vending is coffee and the finest coffee service is Canteen. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109733.

Looks easy, doesn't it, servicing Canteens, we mean. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109734.

Nothing, but the best. You're always assured of top quality products when you patronize Canteens. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109738.

Our most important commodity, service. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109732.

Recognize these? Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109743.

The seasons greetings from the entire Canteen organization. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109737.

There's no accounting for tastes in candy bars, for example, and here's what Canteen does about it. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109736.

There's nothing better than sparkling refreshment in carbonated beverages, that's what you always get from Canteens. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109740.

You are fully protected by Canteen's comprehensive insurance coverage. Vending machine service. Mailing enclosure. Appl. author: Richard Allen Burleigh. © 24Jun55; KK109742.

AVERELL, W.

Model memo; v.1, no.1. Modeling service. Post card. © William Cooley Henry Harrison Averell; 18Nov55; KK112257.

AVERELL, WILLIAM COOLEY HENRY HARRISON.
SEE Averell, W.**AVON PRODUCTS, INC. ©**

Take time out for beauty when your Avon representative calls. Mrs. Brooks McLeMore ... takes time ... Cosmetics. (In McCall's, June 1955, p.126-127) Appl. author: Monroe F. Dreher, Inc. © 19May55; KK111610.

Take time out for beauty when your Avon representative calls. Mrs. George W. Ryan ... takes time ... Cosmetics. (In True story, Sept. 1955, p.28-29) Appl. author: Monroe F. Dreher, Inc. © 8Aug55; KK111609.

Take time out for beauty when your Avon representative calls. Mrs. Helena P. Hamill ... takes time ... Cosmetics. (In Good housekeeping, Aug. 1955, p.122-123) Appl. author: Monroe F. Dreher, Inc. © 20Jul55; KK111611.

B**BABSON BROS. CO. ©**

Both are built by Surge: Surge diagonal milking stall; Surge circle-gate stall. (In Hoard's dairyman, Aug. 10, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 10Aug55; KK109952.

Dr. W. E. Petersen says: generally mastitis produces clots of varying sizes which can be detected by proper use of the strip cup. (In Veterinary medicine, Aug. 1955, p.44) Appl. author: Bert S. Gittins Advertising. © 21Jul55; KK108914.

11 rules to help dairymen help themselves. Surge milking machine. (In Veterinary medicine, Nov. 1955, p.493) Appl. author: Bert S. Gittins Advertising. © 1Nov55; KK111554.

Milkstone, result of sin. Surge service. (In Journal of milk & food technology, Aug. 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 31Aug55; KK110487.

Surge. Every time a good dairy cow goes to the butcher ... Milking machine. (In Veterinary medicine, Sept. 1955, p.47) Appl. author: Bert S. Gittins Advertising, Inc. © 15Sep55; KK110943.

Surge built. As little as \$7.50 down puts a new Surge vacuum pump in your barn. (In Hoard's dairyman, Oct. 10, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 10Oct55; KK110486.

To milk more cows faster with less labor, choose Surge milking parlor stalls. Dairy farm equipment. Folder. Appl. author: George Mather. © 25Sep55; KK112936.

You can milk faster with a better pump. Surge SP-11. (In Hoard's dairyman, June 25, 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 25Jun55; KK108559.

BACARDI IMPORTS, INC. ©

Now, a brand-new, easy way to make a perfect, low-calorie Bacardi

Daiquiri. Ron Bacardi, Puerto Rican rum. (In Life, Oct. 18, 1954) © 18Oct54; KK110354.

BACH, MAX ERMAN. SEE Erman-Bach, Max.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©
Bacharach injector tube replacer kit for General Motors series 71 diesel engines. Instructions 6-IA-55. Sheet. © 5Jul55; KK108445.

BADGER PAPER MILLS, INC. ©

Big Boy enriched bread. Net weight one pound. Label. © 28Jul55; KK110153.

Freshrap keeps food vitamin-fresh longer. 100 feet. Waxed paper. Label. © 29Jul55; KK109580.

Keeps food vitamin fresh longer. Only Freshrap is opaque, snowy-white ... Waxed paper. © 14Jul55; KK109588.

BAGCRAFT CORP. OF AMERICA. ©

Main Marciano's round bread. Ben R. Marciano & Sons. Weight 20 ozs. Label. Appl. author: Albert A. Meister. © 27Jun55; KK108704.

BAKER (WALTER) DIVISION, GENERAL FOODS CORP. SEE General Foods Corp.

BALDWIN (ANN) SALES CO.

This page worth \$2.50. Sage-Allen, of Hartford, brings you a new sewing discovery. (Ann Baldwin international pattern collection) By Sarah Wallace. (In The Hartford Courant, Nov. 13, 1955, pt.1, p.14) © Ann Baldwin Sales Corp. (In notice: Ann Baldwin Sales Co.); 13Nov55; KK111894.

BALL BROS. CO. ©

After careful analysis, I find Ball dome lids protect flavors best. Canning jars and lids. (In Nebraska farmer, Sept. 3, 1955, p.38) Appl. author: Applegate Advertising Agency, Inc. © 3Sep55; KK110547.

Another 10 % price cut on Ball shatter-proof vials. (In American professional pharmacist, July 1955, p.590) Appl. author: Applegate Advertising Agency, Inc. © 20Jul55; KK109324.

Babies do better with Hygeia breast-shape nipples. (In Baby time, Sept. 1955, p.23) Appl. author: Applegate Advertising Agency, Inc. © 1Sep55; KK110012.

Babies do better with Hygeia nipples. (In Baby talk, Aug. 1955, p.39) Appl. author: Applegate Advertising Agency, Inc. © 20Jul55; KK109241.

The big why of home-canning, by Lucina Ball. Canning jars and lids. (In The Progressive farmer, Aug. 1955, p.87) Appl. author: Applegate Advertising Agency, Inc. © 20Jul55; KK109062.

Call Ball and get more than glass. Ball radio-controlled shipping center can help you reduce inventory, meet emergency demands. Glass containers. (In Food packer, Oct. 1, 1955, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 10Oct55; KK111304.

Call Ball and get more than glass. Ball technical service can help you cut costs, improve quality. Glass containers & metal closures. (In Food packer, Sept. 1955, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Sep55; KK110011.

- Don McNeill says: can more, save more, can all in Ball. Canning jars and lids. (In American agriculturist, July 2, 1955, p.21) Appl. author: Applegate Advertising Agency, Inc. © 2Jul55; KK108708.
- Don McNeill says: protect home-grown flavor best with Ball dome lids' cream-white enamel lining. Canning jars and lids. (In American agriculturist, June 18, 1955, p.21) Appl. author: Applegate Advertising Agency, Inc. © 18Jun55; KK108299.
- Guard home-canning goodness with cream-white enamel lining of Ball dome lids. (In Household, Aug. 1955, p.51) Appl. author: Applegate Advertising Agency, Inc. © 20Jul55; KK109060.
- Home-canning food notes, by Lucina Ball. Canning jars and lids. (In The Progressive farmer, Sept. 1955, p.76) Appl. author: Applegate Advertising Agency, Inc. © 20Aug55; KK110545.
- I like Hygeia best, says Rosemary Clooney. Nursing bottles and nipples. (In The Modern baby, Oct. 1955, p.18) Appl. author: Applegate Advertising Agency, Inc. © 10Oct55; KK110390.
- Like money in the bank. Canning jars and lids. (In Household, Oct. 1955, p.16) Appl. author: Applegate Advertising Agency, Inc. © 20Sep55; KK110546.
- Protect home-grown flavor with cream-white enamel lining of Ball dome lids. Canning jars and lids. (In Household, Sept. 1955, p.76) Appl. author: Applegate Advertising Agency, Inc. © 20Aug55; KK109413.
- Right from the jar's mouth, by Lucina Ball. Canning jars and lids. (In Capper's farmer, July 1955, p.42) Appl. author: Applegate Advertising Agency, Inc. © 20Jun55; KK108297.
- The sure way to please their taste. Canning jars and lids. (In The American girl, July 1955, p.48) Appl. author: Applegate Advertising Agency, Inc. © 25Jun55; KK108709.
- Tomato juice only 5¢ a quart. Canning jars and lids. (In The Improvement era, Aug. 1955, p.584) Appl. author: Applegate Advertising Agency, Inc. © 25Jul55; KK109061.
- We'll pay you 25¢ just for trying Bonnie Jonnie, the new safer, more effective, toilet bowl cleaner. (In The News-sentinel, Fort Wayne, Aug. 25, 1955, p.36) Appl. author: Applegate Advertising Agency, Inc. © 25Aug55; KK110072.
- BALTIMORE LUGGAGE CO. ©**
Do you know the 3 R's of Lady Baltimore? (In Glamour, Aug. 1955, p.73) Appl. author: Robert W. Orr & Associates, Inc. © 22Jul55; KK109650.
- Give her the gift with the mysterious secret. Lady Baltimore. (In Charm, Nov. 1955, p.60) Appl. author: Robert W. Orr & Associates, Inc. © 22Oct55; KK111546.
- BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN. ©**
Boosting your sales curve in California. Christmas Club savings plan. (In Time, Dec. 21, 1953, p.70) Appl. author: Charles R. Stuart Advertising Agency. © 21Dec53; KK109524.
- BANKER (R. C.) & CO. ©**
Your Christmas check is inside. Furniture. Mail folder. © 4Oct55; KK111107.
- BANKERS LIFE & CASUALTY CO. ©**
Before you invest in hospitalization, investigate ... The White Cross Plan. (In Life, Oct. 18, 1954, p.134-135) © 18Oct54; KK108603.
- Do you know your helpful neighbor, the White Cross Man, and what he can do for you? The White Cross Plan. Insurance. (In Chicago Sunday tribune, Sept. 11, 1955, pt.2, p.16) Appl. author: Grant, Schwenck & Baker, Inc. © 11Sep55; KK110207.
- Do you know your helpful neighbor, the White Cross Man, and what he can do for you? White Cross Plan. Insurance. (In The Saturday evening post, Oct. 22, 1955, p.104-105) Appl. author: Grant, Schwenck & Baker, Inc. © 22Oct55; KK111446.
- To 5 million people, at sometime in their lives, the White Cross Man is the most important man in town. White Cross Plan. Insurance. (In Chicago Sunday tribune, Oct. 16, 1955, pt.2, p.16) Appl. author: Grant, Schwenck & Baker, Inc. © 16Oct55; KK111457.
- BANKERS LIFE CO. ©**
How we started with \$20 a month to build financial security. Double Duty Dollar Plan. Insurance. (In Time, Nov. 28, 1955, p.81) Appl. author: George Drake. © 28Nov55; KK112406.
- The most important \$5 in the world sent Mrs. Whitehead back to work. Double Duty Dollar Plan. Insurance. (In Time, Oct. 24, 1955, p.70) Appl. author: George Drake. © 24Oct55; KK111308.
- BARNES (JOHN S.) CORP. ©**
Barnes pumps are designed to beat competition. (In Machine design, June 1955, p.134) Appl. author: Eugene A. Bielawski. © 7Jun55; KK108701.
- BARNES, LOUIDA MITCHAM d.b.a. LOUIDA.**
SEE Louida.
- BARNEY'S OF HARTFORD, INC. ©**
Barney's of Hartford provides outer space for Rivest Fuel Company in Springfield, Mass. New & used office furniture & factory equipment. (In Connecticut purchaser, Aug. 1955, p.2) Appl. author: Wilbur W. Randall. © 22Aug55; KK111039.
- BARRY PAINT CO., division of TOBIAS PAINT MANUFACTURING CO. SEE Tobias Paint Manufacturing Co.**
- BARTON, INC. ©**
At the beginning of this New Year, we list for you the 16 Jewish holidays and fast days, when they fall and what they mean. Candy. (In The New York times, Sept. 4, 1955, p.39) Appl. author: Doyle Dane Bernbach, Inc. © 4Sep55; KK109982.
- Baked especially for the Dant Distillery Company, by Barton's bonbonniere. Fruit cake wrap. Label. © 31Oct55; KK111570.
- Chanukah Menorah pops. Barton's bonbonniere. 3 1/2 ounces net. Milk chocolate. Label. © 1Nov55; KK111574.
- Happy Chanukah. Barton's bonbonniere. 3 ounces net. Milk chocolate. Label. © 18Aug55 (in notice: 1954); KK109373.
- Happy Chanukah ... greeting card. Barton's bonbonniere. 2 1/4 ounces net. Milk chocolate. Label. © 15Oct55; KK112924.
- Me to you. Barton's bonbonniere. Confectionery. Label. © 20Nov55; KK112288.
- Season's greetings. Barton's bonbonniere. Chocolate greeting card. 2 1/4 ounces net. Label. © 10Oct55; KK111406.
- Season's greetings. Barton's bonbonniere. 1 pound net. [Multi-colored stars on blue wrapper] Confectionery. Label. © 1Nov55; KK111573.
- Season's greetings. Barton's bonbonniere. Two pounds net. [Red wrapper; Christmas tree pattern] Confectionery. Label. © 1Nov55; KK111572.
- Season's greetings. Betsy McCall, chocolate greeting card. Barton's bonbonniere. 2 1/4 ounces net. Label. © 15Aug55; KK111071.
- BASIC FOODS SALES CORP. ©**
No matter how you ice it. Icing bases and machines. Pamphlet. Appl. author: Mack Leblang. © 29Sep55; KK110961.
- BASIC-WITZ FURNITURE INDUSTRIES, INC. ©**
It's the hidden quality that spells true value. (In Bride's magazine, winter 1955, p.71) Appl. author: E. M. Bonfoey. © 10Oct55; KK110742.
- BASSETT (W. E.) CO. ©**
Amazing new Trim, toe-nail clipper, brings you a 44 million family market in \$1.00 sales right now. (In Drug topics, Feb. 8, 1954, p.121) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 8Feb54 (in notice: 1953); KK111736.
- BAXTER (J. H.) & CO. ©**
Baxco, Chemonited, pressure treated lumber. (Paul Bunyan cartoon) (In Engineering news-record, Nov. 10, 1955, p.3) © 10Nov55; KK111858.
- BEACON CO. ©**
Beacon all-brands wax & dirt remover. Contents 16 ounces. Label. © 22Jul55; KK109192.
- Beacon all-brands wax & dirt remover. Sample size. 4 ounces. Label. © 22Jul55; KK109191.
- Beacon Quik-Gloss, non-rubbing wax, dries with a high gloss. Sample size. Label. © 28Sep55; KK110636.
- Beacon, Quik-Gloss, non-rubbing wax, for linoleum, rubber, asphalt tile, wood ... 1/2 gallon. Label. © 27Jun55; KK108455.
- Beacon wax guarantees floors hardest shine. Beacon Quik-Gloss, non-rubbing wax. Sheet. © 12Oct55; KK110936.
- Beacon wax guarantees floors hardest shine, stops floor scuffing, insist on Beacon wax. Sheet. © 19Sep55; KK110175.
- BEAR MANUFACTURING CO. ©**
For that dream ride, now, a new service that puts new-car comfort back into your car, Bear Super Comfort-Ride car conditioning service. (In The Saturday evening post, Apr. 23, 1955, p.96) Appl. author: Van Auken, Ragland & Stevens. © 20Apr55; KK110968.

BEAR MANUFACTURING CO. © Cont'd.

It's the new Bear Super Comfort Ride car conditioning service. (In Motor age, Apr. 1955, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Apr55; KK110969.

Now, Telaliner with the new advanced look, styled in the spirit of the 1955 cars. Automotive wheel alignment service. (In Motor, May 1955, p.41) Appl. author: Van Auken, Ragland & Stevens. © 15May55; KK110970.

BEATRICE FOODS CO. ©

5¢ off on any brand of bread when you buy 1 lb. of new Meadow Gold toast tested margarine. (In Champaign-Urbana courier, Champaign, Urbana, Ill., Nov. 17, 1955, section 2, p.18) © 17Nov55; KK112436.

Kids love to make their own thick milk shakes with instant Meadow Gold Make-A-Shake. Milk shakes made at home ... (In Grand Rapids press, May 12, 1955, p.29) © 12May55; KK108343.

Kids love to make their own thick milk shakes with instant Meadow Gold Make-A-Shake. No wonder kids have fun ... (In Grand Rapids press, May 5, 1955, p.41) © 5May55; KK108344.

Like thick shakes? Meadow Gold Make-A-Shake for instant milk shakes. Display carton. © 10Oct55; KK111099.

Make-A-Shake, made by Meadow Gold, for instant milk shakes; chocolate flavored. Net weight one ounce. Label. © 10Oct55; KK111098.

Meadow Gold mealtime adventures, by Beatrice Cooke. Free, new, low-calorie recipes and menu plans. Orange whip. (In Ladies' home journal, Apr. 1955, p.196) Appl. author: Eugene E. Gallivan. © 31Mar55; KK108672.

Meadow Gold mealtime adventures by Beatrice Cooke. Free, new sandwich and soup recipes. Salmon tomato bisque. (In Ladies' home journal, May 1955, p.26) Appl. author: Eugene E. Gallivan. © 28Apr55; KK108677.

New treat, chocolate ice cream with a bright surprise in every bite. Meadow Gold marshmallow mint ice cream in color, package and container. (In Life, May 2, 1955, p.96) Appl. author: Eugene E. Gallivan. © 29Apr55; KK108673.

Now thick milk shakes made at home with instant Meadow Gold Make-A-Shake. [Boy drinking from glass] (In Grand Rapids press, May 19, 1955, p.22) © 19May55; KK108342.

BEAUTIFUL BRYANS, INC. ©

The golden touch of Golden Apple weaves a fabulous fashion legend for fall. Hosiery. (In Vogue, Oct. 1, 1953) Appl. author: Abbott Kimball Co., Inc. © 10Oct53; KK110867.

BECTON, DICKINSON & CO. ©

B-D cream body rub, a hospital product for home massage therapy. BR-55. Folder. © 28Sep55; KK111106.

The new T & T 15-121 Brewer time-at-temperature indicator. Folder. © 15Dec55; KK112939.

Now available, two newly-designed Wilson household gloves, beautiful Poinsettia ... [and] durable Hostess latex gloves ... Folder.

© Wilson Rubber Co., a division of Becton, Dickinson & Co.; 30Sep55; KK111141.

The role of elastic hosiery in common leg disorders. Ace full-footed ... hosiery. Pamphlet. © 30Oct55; KK111333.

Scientifically designed and woven, Ace, full-footed elastic hosiery. EM7-55. Folder. © 1Jul55; KK108840.

BEECH-NUT PACKING CO. ©

Beech-Nut brand Chexit, chewing gum. 6 pieces. Label. © 27Oct55; KK112099.

BELK STORES BUYING SERVICE. ©

Pipe and Book, by Belbro. P 245 B. Shoe boxes manufactured by Hoague-Sprague Corp. Label. © 25Oct55; KK111435.

BELL BRAND FOODS, LTD. ©

Bell Brand Dip 'n Chip. Make any gathering a party with Dip 'n Chips. Potato chips. (In Los Angeles times, Oct. 25, 1955, pt.1, p.17) Appl. author: McCann-Erickson, Inc. © 25Oct55; KK112215.

M-m-m, Bell Brand Dip 'n Chips. Potato chips. Display card. Appl. author: McCann-Erickson, Inc. © 25Oct55; KK112217.

You'll find Dip 'n Chip recipes on many Bell Brand packages. Make any gathering a party with Dip 'n Chips. Potato chips. (In Los Angeles examiner pictorial living, Nov. 20, 1955, p.44) Appl. author: McCann-Erickson, Inc. © 25Oct55; KK112216.

BELLEVUE MANUFACTURING CO. ©

How to play Learn-to-Earn, the fascinating game that teaches children the value of money ... Toy safe. Pamphlet. © 15Apr55; KK108378.

BENJAMIN ELECTRIC MANUFACTURING CO. ©

Lab tests prove superiority of new chalkboard. New Benjamin Porcell chalkboard. (In Architectural forum, July 1955, p.254) Appl. author: Van Auken, Ragland & Stevens. © 5Jul55; KK110971.

Now, read the story behind new, Benjamin Porcell chalkboards. (In Architectural forum, Sept. 1955, p.57) Appl. author: Van Auken, Ragland & Stevens. © 5Sep55; KK110972.

BENJAMIN MOORE & CO. SEE Moore (Benjamin) & Co.**BERGER'S. ©**

Our white-touched summer sheath. Women's apparel. (In Glamour, May 1955, p.9) Appl. author: The Albert Woodley Co. © 22Apr55; KK109238.

BERMUDEZ, NAZARIO A. ©

NAB hair pomade. Net weight 3 oz. Label. © 3Sep55; KK109865.

BERNSTEIN, JESSIE, JOSEPH J. BYRNES

& RICHARD NESTER BYRNES d.b.a. BERNSTEIN'S SEAFOOD PRODUCTS CO. SEE Bernstein's Seafood Products Co.

BERNSTEIN'S SEAFOOD PRODUCTS CO.

Condensed clam chowder, by Bernstein's, famous San Francisco fish grotto, Coney Island style. Net wt. 15 oz. Label. © Joseph J. Byrnes, Richard Nester Byrnes & Jessie Bernstein d.b.a. Bernstein's Seafood Products Co.; 20Mar54; KK109407.

BEST & CO., INC. ©

Christmas is a time for angels at Best's Liliputian Gift Bazaar.

General merchandise. (In New York herald tribune, Nov. 24, 1955, p.5) © 24Nov55; KK112190.

Liliputian Bazaar. For 76 years little ladies and little gentlemen have been dressed for Christmas by Best's. Children's clothing. (In The New York times, Dec. 1, 1955, p.6) © 1Dec55; KK112282.

BEST FEEDS & FARM SUPPLIES, INC. ©

Double vitaminized ... Dr. Jacks, All Kennel Choice, pellet & flake dog food. 25 lbs. net. Label. © 2Aug55 (in notice: 1954); KK110814.

BEV-RICH PRODUCTS, INC. d.b.a.

WESTLEY INDUSTRIES. SEE Westley Industries.

BIG-D SORGHUM CO. ©

Country sorghum. Weight 4 1/2 lbs. Label. © 26Aug55; KK111439.

BIG GEE GEE FOOD PRODUCTS CO.

Big Gee Gee syrup. 1 quart. Label. © Big Gee Gee Food Products Co., Martha R. Jones, sole owner; 30May55; KK109005.

BIO AMERICA CO. ©

Bevmino, now, a balanced combination of all the indispensable amino acids ... Therapeutic food alternate. Folder. Appl. author: H. L. Clark. © 1Dec55; KK112555.

Bevmino, therapeutic food alternate. Net weight 18 ounces. Label. Appl. author: H. L. Clark. © 1Dec55; KK112556.

BIOMET PRODUCTS CO.

Ferro-Bi-Sul. Soil conditioner. Label. © Harmon E. Keyes d.b.a. Biomet Products Co.; 9Jul55; KK108616.

BIRD & SON, INC. ©

Clara Barton, America's finest duty shoes. Shoe box label. © 21Oct55; KK111466.

BIRELEY'S DIVISION, GENERAL FOODS CORP. SEE General Foods Corp.**BLACK (HOWARD) CHERRY CO.**

June is Du-Bon-Nay, black cherry, ice cream month. Label. © Howard Black d.b.a. Howard Black Cherry Co.; 16May55; KK108874.

BLACK GOLD STAMP CO. ©

Saving stamp. Hardware, furniture, pharmaceutical & related products. © 15Mar55; KK109997.

BLACKERBY, PHILIP E., JR.

Should your child be a dentist? SEE New York Life Insurance Co.

BLATZ BREWING CO. SEE Schenley Industries, Inc.**BLEHART (L. D.) CO.**

Comput-A-Cal, 7 years-in-1 date and time computing calendar ... 1956. © L. D. Blehart d.b.a. L. D. Blehart Co.; 10Aug55; KK110141.

BLOCH, JOSEPH.

Fun to color. SEE KTAV Pub. House.

BLOOMER BROS. CO. ©

Design 644. One pint liquid. Ice cream carton. Label. Appl. author: Robert Newbauer. © 27Sep55; KK110434.

BLUE BOY PAINT PRODUCTS CO., division of TOBIAS PAINT MANUFACTURING CO. SEE Tobias Paint Manufacturing Co.**BLUE FIRE RINGS. ©**

Blue Fire diamond rings with an interlocking feature. Folder. Appl. author: Arthur A. Massover. © 10Jul55; KK109489.

BLUE FLAME KITCHENS.

Johnny Blue Flame. Construction & building materials; household appliances. Card. Appl. author: Robert Hill. © Joseph H. Schulte d.b.a. Blue Flame Kitchens; 25Aug55; KK111069.

BLUMENAU, NAFTALI d.b.a. ERNA BITTER-SWEET CANDIES. SEE Erna Bittersweet Candies.**BOAKA KOMPANIYA.**

Samovar dry vodka, the drink that doesn't tell. (In The New Yorker, Dec. 1954, p.172) Appl. author: William H. Weintraub & Co., Inc. © Schenley Distillers, Inc. d.b.a. Boaka Kompaniya; 11Dec54; KK109541.

BOB WALLER BUICK, INC. SEE Waller (Bob) Buick, Inc.**BODENSCHATZ, ROBERT A. & MANUEL F. SUAREZ d.b.a. M. & B. BUDGIE ACRES. SEE M. & B. Budgie Acres.****BOHANNON (DAVID D.) ORGANIZATION. © The achievement series, featuring blue flame kitchens. Westwood, choice of the valley. Real estate. Pamphlet. Appl. author: Gerth-Pacific Advertising Agency. © 3Jun55; KK108477.**

Hillsdale, heart of the peninsula. Since 1856, Harris & Frank, California. Regional shopping center. (In San Mateo times, Sept. 8, 1955, p.35) Appl. author: Gerth-Pacific Advertising Agency. © 8Sep55; KK110161.

BOLLER BEVERAGES, INC. ©

Davy Crockett, Tennessee style, root beer. Contents 1 pt. 12 fl. oz. Label. Appl. author: Alexander G. Rigas. © 7Jul55; KK108449.

BOMAN, THOMAS G. d.b.a. BOMAN CO. SEE Boman Co.**BOMAN CO.**

Amazing, new iron board cover. Jump size for standard boards. Label. © Thomas G. Boman d.b.a. Boman Co.; 1Aug55; KK111245.

Special introductory offer, very easy to put on, amazing, new, iron board cover. Sheet. © Thomas G. Boman d.b.a. Boman Co.; 3Sep55; KK111244.

BOOK HOUSE FOR CHILDREN. ©

Chart your child's course through life. Books. Folder. Appl. author: Dudley F. Wing. © 30Nov55; KK112325.

Your child's world; 97 chapters of help on specific problems in child development. Book. Folder. Appl. author: James Poynton. © 30Nov55; KK112324.

BOOM-O-RING TOY CO.

Boom-O-Ring, test your skill. Label. © Wesley Sheller, Murrell Steihl, William Shoppman d.b.a. Boom-O-Ring Toy Co.; 21Jul55; KK108943.

BOOTH CHEVROLET, INC. ©

Stock reduction sale. Automobiles. (In Daily news, New York, Aug. 14, 1955) © 14Aug55; KK109442.

BORDEN CO. ©

Cool them off the healthy way. Borden's chocolate drink. (In Life, Aug. 2, 1954, p.62) © 30Jul54; KK112265.

Dinner partners, Borden's biscuits 'n coffee. (In The Saturday evening post, Apr. 17, 1954, p.18) © 14Apr54; KK111619.

Hold on to your pep while you diet those pounds away, says Elsie, the Borden cow. Borden's skimmed milk. (In Look, Jan. 26, 1954, p.35) © 12Jan54; KK112263.

K is for Kitty, how healthy she feels. She drinks lots of Borden's with all of her meals. Borden's homogenized vitamin D milk. (In Parents', May 1954, metropolitan section, p.22-1) © 26Apr54; KK112264.

King-size slices do cheese tricks smaller slices can't do. (In Look, Oct. 19, 1954, p.26) © 5Oct54; KK108671.

Look how easy it is to save money on food, says Elsie, the Borden cow. Borden's Starlac, nonfat, dry milk solids. (In Life, Apr. 26, 1954, p.142) © 23Apr54; KK108669.

Spread it, scoop it, blend it, heat it, for flavor you simply can't beat it, Borden's new cheese-sauce spread. (In Look, June 1, 1954, p.5) © 18May54; KK111620.

Why more mothers choose Borden's homogenized milk. (In Life, Sept. 14, 1953, p.96) © 11Sep53; KK108670.

Why people like Borden's, the creamy cottage cheese. It tastes so good. (In Life, Mar. 8, 1954, p.99) © 5Mar54; KK108668.

BORDERS, Z.

No-Krode, protect your battery from rust and corrosion. Label. © Zero Borders; 26Aug55; KK111220.

BORG-ERICKSON CORP. ©

What a beautiful way to be sure of your weight; Borg's Flight in your bath. Scales. (In Ladies' home journal, Oct. 1955, p.4) Appl. author: Fletcher D. Richards, Inc. © 1Jul55; KK111452.

What a beautiful way to guard your figure; Borg's Flight for your bath. Scales. (In Ladies' home journal, July 1955, p.127) Appl. author: Fletcher D. Richards, Inc. © 25Jun55; KK111451.

What a beautiful way to say merry Christmas. Believe your Borg scale. Flight. (In Ladies' home journal, Dec. 1955, p.115) Appl. author: Fletcher D. Richards, Inc. © 1Sep55; KK112440.

What an easy way to beautify your bath; Borg's Flight, the scale beautiful. (In Ladies' home journal, Nov. 1955, p.104) Appl. author: Fletcher D. Richards, Inc. © 1Sep55; KK111450.

BOSLEY NURSERY. ©

Spring planting directions for roses. Sheet. Appl. author: P. R. Bosley. © 28Jul55; KK109471.

BOSTICK, RUTH DORSEY. ©

A genuine Bejour Bop art product. Sheet. © 25Dec54; KK109073.

BOTANY MILLS, INC. ©

Botany brand 500, tailored by Daroff, unbelievably priced at only \$50 and \$55. Screen-cool summer worsteds, unbelievable values ... Men's suits. (In The Saturday evening post, Apr. 25, 1955, p.119) © 25Apr55; KK108955.

BOURBON BEEF CATTLE ASSN. ©

Bourbon beef and the Bourbon beef show. Certificate. Appl. author: James R. Rash, Jr. © 1Mar55; KK108474.

BOWER, FRANK W., LULA H. BOWER, RALPH W. BOWER & GERALD F. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER, GERALD F., FRANK W. BOWER, LULA H. BOWER & RALPH H. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER, LULA H., RALPH H. BOWER, GERALD F. BOWER & FRANK W. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER, RALPH H., GERALD F. BOWER, FRANK W. BOWER & LULA H. BOWER forming the partnership BOWER MANUFACTURING CO. SEE Bower Manufacturing Co.

BOWER MANUFACTURING CO.

Change for the baby. Coin banks. Label. Appl. author: Ralph H. Bower. © Bower Manufacturing Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 9Aug55; KK109788.

Save for a new car. Coin banks. Label. Appl. author: Ralph H. Bower. © Bower Manufacturing Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 9Aug55; KK109789.

Save for a new home. Coin banks. Label. Appl. author: Ralph H. Bower. © Bower Manufacturing Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 9Aug55; KK109791.

Saving for a vacation. Coin banks. Label. Appl. author: Ralph H. Bower. © Bower Manufacturing Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 9Aug55; KK109787.

Saving for my education. Coin banks. Label. Appl. author: Ralph H. Bower. © Bower Manufacturing Co., a partnership of Frank W. Bower, Lula H. Bower, Ralph H. Bower & Gerald F. Bower; 9Aug55; KK109790.

BRACH (E. J.) & SONS. ©

Enjoy finest real chocolate cherries. A great name in candy. (In Life, Nov. 7, 1955, p.59) Appl. author: Arthur Meyerhoff & Co. © 3Nov55; KK111824.

Enjoy finest real chocolate stars. A great name in candy. (In Better living, Nov. 1955, p.1) Appl. author: Arthur Meyerhoff & Co. © 14Oct55; KK111823.

BRADEN BROS., INC. ©

Christmas savings club plan. Signature card & check, no.763. © 25Oct55; KK112259.

BRADLEY (MILTON) CO. ©

Another key to fun and learning. Magic Mary. 4010-1:100. Paper dolls. Label. © 1Feb55; KK109551.

Another key to fun and learning. Magic Mary Ann. 4010-4:100. Paper dolls. Label. © 1Feb55; KK109549.

Another key to fun and learning. Magic Mary Jane. 4010-2:100. Paper dolls. Label. © 1Feb55; KK109550.

Another key to fun and learning. Magic Mary Lou. 4010-3:100. Paper doll. Label. © 1Feb55; KK109548.

Another key to fun and learning. The Merry Circus game. 4408. Cover label. © 1Feb55; KK109556.

BRADLEY (MILTON) CO. © Cont'd.

Another key to fun and learning.
Sugar Land, 3 interlocking puzzles.
4500-3:59. Label. © 1Feb55;
KK109552.

Another key to fun and learning.
3 Jollytime puzzles. 4500-4:59.
Label. © 1Feb55; KK109553.

Goin' Fishin'. 4022-2X. Game.
Board label. © 1Feb55; KK109554.

How America's leading airline oper-
ates. American Airlines, Coast to
Coast, game no. 1-6. Sheet.
© 1Jun55; KK108362.

Merry Circus game. 4408-X. Board
label. © 1Feb55; KK109555.

**BRADSHAW, HARRY DENNIS, owner, SUPE-
RIOR PLANS. SEE Superior Plans.****BRADY (W. H.) CO. ©**

Brady self-sticking civil defense
signs on Brady Blue Streak dis-
penser cards. Bulletin no. 164.
Sheet. Appl. author: Joseph Gil-
bert Kroll. © 6Jun55; KK110139.

Brady self-sticking, non-conductive
conduit and voltage markers on
Brady Blue Streak dispenser cards.
Bulletin no. 175. 4 p. Appl.
author: John A. Pescheck.
© 20Jun55; KK110138.

BRAND-NU PRODUCTS, INC. ©

Brand-Nu car soap, formula D. 16
fluid ozs. Label. © 15Aug55;
KK109391.

Brand-Nu white wall tire cleaner.
16 fluid ozs. Label. © 15Aug55;
KK109384.

BREAST-O'-CHICKEN TUNA, INC. ©

California brand chunk tuna. Green
background. Contents 6 oz. avoird.
Label. Appl. author: Gerald
Mertens. © 16Sep55; KK111388.

BRECK (JOHN H.) INC. ©

Beautiful hair; Breck ... hairdress
is offered in combination with a
Breck shampoo. With Judy paint-
ing, profile; 1 - 8 oz. shampoo &
2 1/2 oz. hairdress [bottles]
(In Ladies' home journal, Sept.
1955, p. 4 of cover) © 26Aug55;
KK110643.

Beautiful hair; Breck ... shampoos.
With Betty Nolan painting, pro-
file, looking down & 3 - 4 oz.
bottles. (In Ladies' home journal,
July 1955, p. 125) © 29Jun55;
KK108457.

Beautiful hair; Breck ... shampoos.
With Gertrude Breck; 3 - 4 oz.
bottles of shampoo. (In Ladies'
home journal, Nov. 1955, p. 4 of
cover) © 28Oct55; KK111373.

Beautiful hair; Breck ... shampoos.
With Marilyn painting; 3 - 4 oz.
bottles. (In Ladies' home jour-
nal, Aug. 1955, p. 37) © 28Jul55;
KK108959.

Beautiful hair; Breck ... shampoos.
With Roberta Collins; 3 - 4 oz.
bottles [of] shampoo. (In Ladies'
home journal, Oct. 1955, p. 200)
© 30Sep55; KK110644.

Beautiful hair; Breck special
Christmas gift package of Breck
shampoo. A gold wreath with
various fruits and Christmas pack-
age [of] Breck shampoo. (In
Ladies' home journal, Dec. 1955,
p. 153) © 25Nov55; KK112321.

**BREGNARD, FRANK O. d.b.a. AUTO
MECHANICS INSTITUTE - A. M. I. SEE
Auto Mechanics Institute - A. M. I.****BRIGGS, W. PAUL.**

Should your child be a pharmacist.
SEE New York Life Insurance Co.

BRIGHTFIELD, L. O.

Have fun brushing your teeth, Toot-
Soap, the dentifrice in cake form.
Sheet. © Lloyd O. Brightfield;
12Oct55; KK111331.

To make tooth brushing a pleasure,
a new kind of dentifrice, DenTabs,
fine tooth powder in tablet form.
Sheet. © Lloyd O. Brightfield;
25Nov55; KK112093.

BRISTOL-MYERS CO. ©

A guide to dental health activities
developed for use with Girl Scout
troop programs. Ipana tooth paste.
Sheet. Appl. author: Sally Dick-
son Associates. © 13Jun55;
KK108339.

BRITE-IZE CLEANSER CO. ©

Remember, buy Brite-Ize cleanser.
Look, Brite-Ize Cleanser, with
holes in its head. Appl. au-
thor: Alec Seymour. © 22Sep55;
KK111730.

BROCK & CO., INC. ©

Brockie asks: Have you discovered
Brock's frozen potato puffs? (In
The Evening bulletin, Philadelphia,
109th yr., no. 184, p. 17)
© 13Oct55; KK111081.

Brockie says: I have news for you.
Brock's frozen potato puffs. (In
The Evening bulletin, Philadel-
phia, 109th yr., no. 177, p. 29)
© 6Oct55; KK110732.

Brockie tells: Why everybody's ask-
ing for the new potato treat,
Brock's frozen potato puffs. (In
The Evening bulletin, Philadel-
phia, 109th yr., no. 184, p. 33)
© 13Oct55; KK111079.

Congratulations to American Stores
Company ... Brock's frozen french
fries and new frozen potato puffs.
(In Food trade news, Philadelphia,
v. 10, no. 21, p. 21) © 12Oct55;
KK111275.

Great for your Halloween party
supper, Brock's frozen french
fries. (In The Evening bulletin,
Philadelphia, Oct. 20, 1955, p. 22)
© 20Oct55; KK111277.

New, Brock's frozen potato puffs.
The new fashion, new taste in
potatoes. (In The Evening bulle-
tin, Philadelphia, 109th yr., no.
184, p. 32) © 13Oct55; KK111083.

Take home both: Brock's frozen
french fries and Brock's frozen
potato puffs. (In The Evening
bulletin, Philadelphia, Oct. 20,
1955, p. 26) © 20Oct55; KK111276.

BROOKER SALES, INC. ©

Reed Clothing Co. ... Liquidation
removal sale. (In The Newton
Kansan, Nov. 26, 1955, p. 4-5)
© 26Nov55; KK112621.

**BROWER, GLENN H. & HAROLD E. TIMMER
d.b.a. TRADER PUB. CO. SEE Trader
Pub. Co.****BROWN (M. P.) INC. ©**

Holiday letters build good will and
good business. 1955 Christmas
folder. © 1Jun55; KK108884.

BROWN-FORMAN DISTILLERS CORP. ©

Choose the whisky that's lighter all
the way. King blended whisky.
(In Athol daily news, Sept. 15,
1955, p. 7) Appl. author: Ruth-
rauff & Ryan. © 15Sep55; KK112379.

Cool refreshment in the making.
Old Forester, Kentucky straight
bourbon whisky. (In Life, June 13,
1955, p. 85) Appl. author: Ruth-
rauff & Ryan, Inc. © 13Jun55;
KK109682.

Even better than last year's top
selling decanter, the all-new
1955 Old Forester decanter is on
the way, designed again, by Ray-
mond Loewy Associates ... (In
Liquor store, Sept. 1955) Appl.
author: Ruthrauff & Ryan, Inc.
© 1Sep55; KK111702.

Even better than last year's top-
selling Old Forester decanter.
Kentucky straight bourbon whisky.
(In Rhode Island beverage journal,
Oct. 1955, p. 7) Appl. author:
Ruthrauff & Ryan, Inc. © 10Oct55;
KK111681.

Famous Trenier twins alike in every-
thing, except in their choice of
bourbon. Early Times; Old For-
ester. (In Jet, Sept. 8, 1955,
p. 36-37) Appl. author: Ruthrauff
& Ryan, Inc. © 8Sep55; KK110731.

Famous Trenier twins alike in every-
thing except their choice of bour-
bon. Early Times; Old Forester.
(In Ebony, June 1, 1955, p. 53)
Appl. author: Ruthrauff & Ryan,
Inc. © 1Jun55; KK109681.

Famous Trenier twins like peas in a
pod except in choosing fine bour-
bon. Early Times; Old Forester.
(In Jet, July 7, 1955, p. 36-37)
Appl. author: Ruthrauff & Ryan,
Inc. © 7Jul55; KK112251.

A moment of pride, yours when you
pour famous Old Forester because
as it says on the label, there is
nothing better in the market.
(In Town & country, Sept. 1955,
p. 2 of cover) Appl. author:
Ruthrauff & Ryan, Inc. © 1Sep55;
KK109949.

Now in every case of Old Forester
pints, 4 sell-out counter displays.
Kentucky straight bourbon whisky.
(In Beverage industry news,
Sept. 1, 1955) Appl. author:
Ruthrauff & Ryan, Inc. © 1Sep55;
KK110727.

Old Forester green works two ways
for you this summer. Kentucky
straight bourbon whisky. (In Bar
management, June 1, 1955, p. 3 of
cover) Appl. author: Ruthrauff &
Ryan, Inc. © 1Jun55; KK109679.

Pour it proudly, famous bonded Old
Forester. Kentucky straight
bourbon whisky. (In San Francisco
examiner, Sept. 6, 1955) Appl.
author: Ruthrauff & Ryan, Inc.
© 6Sep55; KK110724.

Pour it proudly, famous bonded Old
Forester. Kentucky straight
bourbon whisky. (In Seattle post
intelligencer, Sept. 2, 1955,
p. 10) Appl. author: Ruthrauff &
Ryan, Inc. © 2Sep55; KK111685.

Serve it proudly, for as it says on
the label, there is nothing better
in the market. Old Forester. Ask
... about the new summer drink
sensation, the Forester frost.
(In St. Louis post-dispatch, June
2, 1955, p. 4B) Appl. author:
Ruthrauff & Ryan, Inc. © 2Jun55;
KK109149.

Your members will appreciate the
rare and distinguished flavor that
makes Old Forester foremost among
fine whiskies. (In Club manage-
ment, Aug. 1, 1955, p. 2 of cover)
Appl. author: Ruthrauff & Ryan,
Inc. © 1Aug55; KK109437.

- BRUCE (E. L.) CO. ©**
America's newest, smartest hardwood floor. Bruce Fireside Plank. Folder. Appl. author: Greenhaw & Rush. © 10Oct55; KK110944.
- BRUNNER, SAM W., proprietor, ANGLER'S PRODUCTS CO. SEE Angler's Products Co.**
- BUHR MACHINE TOOL CO. ©**
Another example of Buhr Economation. Multiple-spindle high production industrial machinery. (In Tooling & production, Oct. 1955, p.106-107) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 10Oct55; KK112249.
- BUICK DEALERS ASSN. SEE Los Angeles Metropolitan Buick Dealers' Assn.**
- BUITONI FOODS CORP. ©**
Buitoni, Lightning-Quick, creamed macaroni frozen with Parmesan cheese. Net wt. 9 oz. Label. © 30Sep55; KK110430.
Buitoni Lightning-Quick stuffed lasagne, frozen with meat sauce. Net wt. 9 oz. Label. © 12Sep55; KK109946.
- BULK TRUCK DIVISION, SPROUT, WALDRON & CO., INC. SEE Sprout, Waldron & Co., Inc.**
- BURG-IN-HAND, INC. ©**
Simples. Food products. Label. © 1Jun54; KK108712.
- BURGER BREWING CO. ©**
Enjoy Burger's heart of the hops flavor. Burger beer. (In Cincinnati times star, v.116, no. 154, p.32) Appl. author: John F. Koons. © 29Jun55; KK109792.
- BURKE, G. F.**
Co/operative shares are a family affair. Co/operative bank. Folder. © Gerard F. Burke; 20Sep54; KK108245.
Don't pay rent, pay a percent. Co/operative bank. Folder. © Gerard F. Burke; 20Sep54; KK108244.
Hoo's hoo in wise Co/operative bank services. Folder. © Gerard F. Burke; 20Sep54; KK108246.
Working for you night and day, Co/operative shares. Co/operative bank. Folder. © Gerard F. Burke; 20Sep54; KK108247.
- BURROUGHS CORP. ©**
For the first time, you can do complete savings and loan accounting at the window. Pre-Audit window posting plan. Business machines. Folder. © 25Jul55; KK109162.
- BURT, ARTHUR G. ©**
No biting, no cutting ... Tru-Chu. Chewing tobacco. Label. © Arthur G. Burt; 25Aug55; KK109963.
Nu-Chu, a truly superior chewing tobacco. 10 chews. Label. © 25Aug55; KK109962.
Styp-Typs. Styptic pencil tips. 25 for 25 cents. Label. © Arthur G. Burt; 9Sep55; KK111190.
Super-Chu, the world's finest chewing tobacco. 20 discs. Label. © Arthur G. Burt; 25Aug55; KK110355.
- BURTONITE CO.**
Burtonite, series 7, cold water soluble gums from seeds of cyamopsis tetragonoloba ... Folder. © Burton H. Greenwood t.a. Burtonite Co.; 2Sep55; KK112460.
- BUSHNELL (D. P.) & CO., INC. ©**
Dave Bushnell invites you to try your scope 30 days free. 6 great models ... Bushnell rifle scope. (In The American rifleman, Dec. 1954, p.5) Appl. author: George M. Roosevelt. © 1Dec54; KK110206.
Fill your freezer, improve your scores. Your deer becomes 18 feet tall through a Bushnell rifle scope. (In Sports afield, Oct. 1954, p.67) Appl. author: George M. Roosevelt. © 10Oct54; KK110848.
Here are the scopes you helped design ... Bushnell rifle scope. Scope up your rifle this easy way. 6 great models. (In The American rifleman, Sept. 1954, p.6-7) Appl. author: George M. Roosevelt. © 1Sep54; KK108695.
- BUSSLER, R. G.**
Save with knockdowns. Miniatures of 3rd Infantry, 182d Infantry and U. S. Cavalry, 1895. Sheet. © Ralph G. Bussler; 1Apr55; KK108264.
- BUXTON, INC. ©**
He can show off a pack of pictures and cards in the Convertible, by Buxton, best for your money. Billfold. (In Ladies' home journal, Dec. 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec55; KK112285.
It's like finding \$2.50 inside when you buy this Convertible, by Buxton. Billfolds. (In The Saturday evening post, Nov. 19, 1955, p.106) Appl. author: Doyle Dane Bernbach, Inc. © 19Nov55; KK111909.
New billfold design has no bulge, no bulk, yet it gives you all the windows you need. The new Contour billfold, by Buxton, best for your money. (In Life, Dec. 5, 1955, p.73) Appl. author: Doyle Dane Bernbach, Inc. © 5Dec55; KK112525.
You put your bills in the billfold, you take them out of the coin purse ... French purse, by Lady Buxton. (In Ladies' home journal, Dec. 1955, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec55; KK112286.
You put your bills in the billfold, you take them out of the coin purse ... French purse, by Lady Buxton. (In Seventeen, Aug. 1, 1955, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug55; KK109612.
- BYRNES, JOSEPH J., RICHARD NESTER BYRNES & JESSIE BERNSTEIN d.b.a. BERNSTEIN'S SEAFOOD PRODUCTS CO. SEE Bernstein's Seafood Products Co.**
- BYRNES, RICHARD NESTER, JESSIE BERNSTEIN & JOSEPH J. BYRNES d.b.a. BERNSTEIN'S SEAFOOD PRODUCTS CO. SEE Bernstein's Seafood Products Co.**
- C**
- C-R-I CONTROL CO.**
Bismocain, for intramuscular injection only. 100 cc. Medicine. Label. © C-R-I Control Co., Alfred A. Storey, sole owner; 9Aug55; KK109727.
- CABELLINA LABORATORIES.**
Brillantina Cabellina; jasmin. Brilliantine. 2 ozs. Label. © Cabellina Laboratories, solely owned by Antonio Achille; 15Nov47; KK111343.
- CAIRNS, HENRY W. d.b.a. ROX PRODUCTS CO. SEE Rox Products Co.**
- CALCIUM MAGNESIUM CO.**
Get the most from your liming dollar. Instant-Sweet-Lime. Soil conditioner. Folder. © Calcium Magnesium Co., solely owned by W. W. McConnell; 8Oct55; KK111485.
- CALCON MANUFACTURING CO.**
Don't confuse the reception, install Calcon wire. Sheet. © Calcon Manufacturing Co., Inc.; 1Jun55; KK108762.
- CALIFORNIA SEA FOOD CORP. ©**
Yeow, improved formula. 60 % more protein in Sassy cat food. (In Los Angeles times, June 23, 1955, pt. 1, p.23) Appl. author: Sam Diamond. © 23Jun55; KK108450.
- CALUMET & HECLA, INC. ©**
Atomic energy challenges business ingenuity, says Dwight C. Bardwell. Material & components in air conditioning & refrigeration. (In U. S. news & world report, Mar. 4, 1955) Appl. author: Fuller & Smith & Ross, Inc. © 28Feb55; KK108557.
Automation grows automatically, says Roger W. Bolz. Components for air conditioning and refrigeration. (In U. S. news & world report, July 1, 1955) Appl. author: Fuller & Smith & Ross, Inc. © 27Jun55; KK108714.
How fast is the petrochemical industry growing? William F. Bland. (In U. S. news & world report, May 6, 1955) Appl. author: Fuller & Smith & Ross, Inc. © 2May55; KK108556.
How much for automation? Roger W. Bolz. Components for air conditioning and refrigeration. (In Wall Street journal, Mar. 22, 1955, p.3) Appl. author: Fuller & Smith & Ross, Inc. © 22Mar55; KK108715.
What does automation promise? Roger W. Bolz. Components for refrigeration and air conditioning. (In Wall Street journal, Mar. 14, 1955, p.3) Appl. author: Fuller & Smith & Ross, Inc. © 14Mar55 (in notice: 1954); KK108713.
- CAMP (S. H.) & CO. ©**
The modern use of back supports in medical practice. Folder. Appl. author: Sylvia E. Ahronheim. © 24Jun55; KK108240.
- CAMPBELL CHAIN CO. ©**
New, Campbell chain exclusive, Measure-Mark tire chain. (In Hardware age, Oct. 13, 1955, p.93) Appl. author: Robert Farnham. © 13Oct55; KK112278.
- CAMPBELL SOUP CO. ©**
Just for that, you can't have any soup for lunch tomorrow. cSigned: Don Tobin. (In Life, May 17, 1954, p.102) © 17May54; KK109316.
- CANLEN CO. ©**
Complete directions for using Perspect-O-Rule. Drawing instrument. Folder. Appl. author: Leonard L. Boyer, Jr. © 10Oct55; KK110603.
For fast, easy, accurate perspectives, use Perspect-O-Rule, cuts usual drawing time in half. Sheet. Appl. author: Leonard L. Boyer, Jr. © 10Oct55; KK110602.
- CAPITAL FINANCE CO. ©**
\$3.00 cash certificate. Appl. author: Robert W. Gasaway. © 1Sep55; KK110578.

CAPITOL PRODUCTS, INC. ©

Capitol Taper Seal wood sectional rolling door. Installation instructions. Sheet. Appl. author: Neil E. Simmons. © 12Aug55; KK109751.

CAPITOL RECORDS, INC. ©

Rodgers and Hammerstein's Oklahoma from the sound track of the motion picture. SAO 595. Label. © 1Aug55; KK109975.

CARDNER, DALE A. d.b.a. CARDNER SUPPLY CO. SEE Cardner Supply Co.

CARDNER SUPPLY CO.

Salrinol scalp conditioner. Consisting of four solutions in individual 4 oz. containers. Label. © Dale A. Cardner d.b.a. Cardner Supply Co.; 1Dec55; KK112481.

CAREY & SON, INC. ©

Tasty-Trim, pink decorating cake icing. Net wt. 6 oz. Label. Appl. author: Edward Pirman. © 28Sep55; KK112071.

CAREY DRIV-UR-SELF, INC. ©

New convenience for you ... Rent a new car from Hertz, drive it as your own; now at 436 West 42nd St. Folder. Appl. author: Kelly, Nason, Inc. © 14Nov55; KK112032.

CARLING BREWING CO. ©

Better than beer? Can it be? Try Carling's Red Cap ale and see. rGray-haired man drinking; 3 poses; (In Look, June 1, 1954, p.90) Appl. author: Benton & Bowles, Inc. © 28May54; KK108963.

Think and you'll drink Red Cap. rJockey cap on hat rack; (In Sports Illustrated, May 2, 1955, p.65) Appl. author: Benton & Bowles, Inc. © 30Apr55; KK108613.

CARNATION CO. ©

Carnation is the secret of failure-proof gravy. Evaporated milk. (In Life, Oct. 10, 1955, p.107) Appl. author: A. Culver Boyd, Jr. © 10Oct55; KK110813.

Contented, his doctor recommended Carnation. Evaporated milk. (In Life, Oct. 3, 1955, p.59) Appl. author: A. Culver Boyd, Jr. © 30Oct55; KK110812.

Cool, quick, no baking, no cooking. Carnation is the secret, ordinary milk won't do. Evaporated milk. (In Life, Aug. 8, 1955, p.15) Appl. author: A. Culver Boyd, Jr. © 8Aug55; KK109240.

Delicious new dessert. Easy to make with whipped Carnation milk and frozen orange juice. (In Life, July 25, 1955, p.103) Appl. author: A. Culver Boyd, Jr. © 25Jul55; KK109109.

Fudge in 5 minutes, no beating, no failures; Carnation is the secret, ordinary milk won't do. Evaporated milk. (In Life, Dec. 5, 1955, p.5) Appl. author: A. Culver Boyd. © 5Dec55; KK112471.

Let Simple Simon make your delicious Christmas pies, all you do is bake 'em. Simple Simon frozen pies. (In Los Angeles times, Dec. 22, 1955, pt.3, p.4) Appl. author: Warren E. Kelly. © 21Dec55; KK112917.

Let Simple Simon make your delicious Thanksgiving pies, all you do is bake 'em. Frozen pies. (In Los Angeles times, Nov. 21, 1955, pt.3, p.6) Appl. author: Warren E. Kelly. © 20Nov55; KK112052.

Little girls really learn with Carnation's fun-full, new kind of cook book. Evaporated milk. (In Life, Oct. 24, 1955, p.75) Appl. author: A. Culver Boyd, Jr. © 24Oct55; KK111262.

Lots of tender chicken, golden, flaky crust; that's Simple Simon frozen chicken pie. (In Los Angeles times, Dec. 8, 1955, pt.3, p.8) Appl. author: Warren E. Kelly. © 7Dec55; KK112682.

Never a lump when you make cream sauce with better-blending Carnation. Evaporated milk. (In Life, Nov. 28, 1955, p.109) Appl. author: A. Culver Boyd. © 28Nov55; KK112377.

Never a watery custard when you make it with better-blending Carnation. Evaporated milk. (In Life, Sept. 19, 1955, p.135) Appl. author: A. Culver Boyd, Jr. © 19Sep55; KK110185.

Never grainy, always smooth, made with better-blending Carnation. Evaporated milk. (In Life, Nov. 14, 1955, p.111) Appl. author: A. Culver Boyd. © 14Nov55; KK111891.

New way to make cheese sauce in just 3 minutes. Carnation evaporated milk. (In Life, July 11, 1955, p.55) Appl. author: A. Culver Boyd, Jr. © 11Jul55; KK108555.

Now, it's so easy to home-bake delicious apple pie. Simple Simon, frozen pies. (In Los Angeles times, Nov. 17, 1955, pt.3, p.15) Appl. author: Warren E. Kelly. © 16Nov55; KK111876.

Stays juicy, never crumbles when you cook ground beef with ... Carnation. Evaporated milk. (In Life, Aug. 22, 1955, p.5) Appl. author: A. Culver Boyd, Jr. © 22Aug55; KK109429.

Why Simple Simon is everybody's favorite pie man. Frozen pies & cakes. (In Los Angeles times, Nov. 9, 1955, pt.3, p.10) Appl. author: Warren E. Kelly. © 8Nov55; KK111690.

CARPENTER PAPER CO.

Catalog, stationery, office supplies, for efficiency in the office. SEE Federal Stationery Co.

CARPENTER STEEL CO. ©

Carpenter service bulletin. v.3, no.20. Folder. Appl. author: Carl B. Post. © 10Oct55; KK110713.

CASCADE FROZEN FOODS, INC. ©

Agon, quick freeze, green peas. Overall design. Net weight 10 ozs. Label. Appl. author: James Ryan Agon. © 1Aug55; KK110218.

CASTLEBERRY'S FOOD CO. ©

One half barbecued chicken. Net weight 8 ozs. Label. Appl. author: Russel Luedke. © 1Aug55; KK109726.

CATALINA, INC., division of JULIUS Kayser & Co. SEE Kayser (Julius) & Co.

CENTRAL MUTUAL INSURANCE CO. ©

Sellavision. Direct mail program. Pamphlet. Appl. author: Paul W. Purmort. © 25Aug55; KK111389.

CENTRAL STEEL & WIRE CO. ©

Score-O-Graf keeps a complete record of your progress all season long. Metal warehouse service. Folder. © 27Sep55; KK110539.

CENTRAL WAXED PAPER CO. ©

The original Wax-Sax, the key to freshness. Waxed bags for packaging bread. Label. © 15Aug55; KK112486.

CENTRALAB DIVISION, GLOBE-UNION, INC. SEE Globe-Union, Inc.

CHAIKEN, H. F.

Retaining valves for partial dentures. Folder. © Hyman F. Chaiken; 11Aug55; KK109290.

CHAMP HATS, INC. ©

Your fall changeover starts with a lighter-weight. Champ Feather-weight. Appl. author: N. W. Ayer & Son, Inc. © 4Oct54; KK112399.

CHAP STICK CO., division of MORTON MANUFACTURING CORP. SEE Morton Manufacturing Corp.

CHARLES PFIZER & CO., INC. SEE Pfizer (Charles) & Co., Inc.

CHEF BENET FOODS CO. ©

Gourmets' delight, Chef Benet enriched egg noodles. Net wt. 7 oz. Label. Appl. author: James B. Miller. © 18Oct55; KK111189.

CHEMEX CORP. ©

Boils a quart of water in less than five minutes: Ohmlette, 1 1/2 pint model, \$14.50; electric kettle, 1 1/2 quart model, \$17.50. Sheet. Appl. author: Peter Schlumbohm. © 13Sep55; KK111751.

Chemex cocktail glass. (In The New York times, Sept. 18, 1955, p.18) Appl. author: Peter Schlumbohm. © 18Sep55; KK111750.

CHEMICAL PRODUCTS CO., INC. ©

Liquafood, a balanced instantaneous plant food. Folder. Appl. author: Herbert Henry McJunkin, Sr. © 25Jun55; KK109859.

CHESEBROUGH MANUFACTURING CO. SEE Chesebrough-Ponds, Inc.

CHESEBROUGH-PONDS, INC.

Rusty and Dusty. Vaseline hair tonic and petroleum jelly. Appl. author: McCann Erickson, Inc. Inspector Wall arrives at a Broadway theater accompanied by Rusty and Dusty ... © Chesebrough Manufacturing Co.; 19Jun55; KK108568.

On safari 1500 miles up the Janetzi River ... © Chesebrough Manufacturing Co.; 14Aug55; KK109618.

Rusty and Dusty are aboard the Aurora before the start of the Gold Cup yacht race ... © Chesebrough-Ponds, Inc.; 11Sep55; KK111340.

Rusty and Dusty are being shown around a huge freight yard ... © Chesebrough Manufacturing Co.; 17Jul55; KK109617.

Rusty and Dusty are on a Himalayan mountaineering expedition. © Chesebrough-Ponds, Inc.; 6Nov55; KK112009.

Rusty and Dusty driving along a lonely country road on a stormy night ... © Chesebrough-Ponds, Inc.; 9Oct55; KK111382.

CHICAGO DIETETIC SUPPLY HOUSE, INC. ©

Cellu dietetic products for sugar and starch restricted diets. Folder. Appl. author: Rose Straka Fowler. © 29Apr55; KK110649.

CHICAGO WHEEL & MANUFACTURING CO. ©
Abrasives were an aid to Roman construction and conquest. No.5.
(In Foundry, Nov. 1955, p.151)
Appl. author: Frank C. Nahser, Inc. © 1Nov55; KK112384.

Discovery of iron changes world picture and advances the use of abrasives. No.3. (In Foundry, July 1955, p.143) Appl. author: Frank C. Nahser, Inc. © 1Jul55; KK108403.

Emery was used in ancient times to abrade and polish metals and other substances. Abrasives. (In Foundry, Sept. 1955, p.169) Appl. author: Frank C. Nahser, Inc. © 1Sep55; KK110618.

CHIP STEAK CO. OF BUFFALO. ©
Chip steak dinner. Label. Appl. author: Weill & Eby, Inc. © 12Sep55; KK111745.

CHOREMASTER DIVISION, WEBER ENGINEERED PRODUCTS, INC. SEE Weber Engineered Products, Inc.

CHRIS STUDIO PRODUCTIONS.
Chris Cut drawing kit. Label. © Eugene de Christopher d.b.a. Chris Studio Productions; 27May54; KK109372.

Chris Cuts creative play activity. Felt cut-outs. Label. © Eugene de Christopher d.b.a. Chris Studio Productions; 27May54; KK109371.

CHRISTENSEN, NORMAN V. ©
Now, at long last, you can utilize the third dimension. Work tables. Sheet. © 30Jun55; KK108464.

CHRYSLER CORP. ©
Chrysler Corporation invites you to see the cars of the forward look at the 10th annual home show, Pan Pacific auditorium ... Appl. author: McCann Erickson, Inc. © 8Jun55; KK109623.

Chrysler Corporation welcomes you to Detroit, the home of the forward look. Automobiles. Appl. author: McCann Erickson, Inc. © 25May55; KK109620.

Come, see, the cars with the forward look at the Chicago auto show, January 8-16, International Amphitheatre. You'll find many new things ... (In Chicago daily news, Jan. 10, 1955, p.10) Appl. author: McCann Erickson, Inc. © 10Jan55; KK108567.

Come, see, the cars with the forward look at the Chrysler International Auto Salon, 42nd Street and Lexington Avenue, open 9 a.m. to 6 p.m. You'll find many new things, you won't find in any other cars. Appl. author: McCann Erickson, Inc. © 21Jan55; KK105641.

Differences a new car buyer should look for. Plymouth, Dodge, De Soto ... Imperial. Appl. author: McCann Erickson, Inc. © 25Apr55; KK111339.

Flagship of the forward look, the exclusive Imperial. Automobiles. Appl. author: McCann Erickson, Inc. © 18Jul55; KK109627.

The forward look brings you the Flight Line. Plymouth, Dodge, De Soto ... Automobiles. Appl. author: McCann Erickson, Inc. © 5Aug55; KK109624.

The forward look brings you the Flight Line ... Plymouth, Dodge, De Soto, Chrysler, Imperial. Automobiles. (In The Port Huron

times herald, Aug. 5, 1955, p.12)
Appl. author: McCann Erickson, Inc. © 5Aug55; KK110850.

The forward look brings you the Flight Sweep ... Plymouth, Dodge, De Soto, Chrysler, Imperial. Automobiles. (In The Magazine of Wall Street & business analyst, Sept. 3, 1955, p.2 of cover) Appl. author: McCann Erickson, Inc. © 3Sep55; KK110851.

The forward look is news. Automobiles. (In The Spokesmen - Industrial) Appl. author: McCann Erickson, Inc. © 30Jun55; KK112336.

The forward look is on the go. Visit America's finest vacation spots in a car built for fun ... Appl. author: McCann Erickson, Inc. © 5May55; KK109625.

The forward look, it's all you hoped your new car might be. Plymouth, Dodge, De Soto ... Imperial. Appl. author: McCann Erickson, Inc. © 4Jul55; KK111338.

The forward look, it's America's newest love affair. Chrysler Windsor 4-door sedan. Appl. author: McCann Erickson, Inc. © 13Jun55; KK108566.

An invitation to young men with an eye on tomorrow. Plymouth, Dodge, De Soto, Chrysler, Imperial. Automobiles. (In 1955 yearbook) Appl. author: McCann Erickson, Inc. © 18Mar55; KK111497.

Michigan and the forward look are on the move together. Automobiles. (In The Highland Parker, May 12, 1955, p.21) Appl. author: McCann Erickson, Inc. © 12May55; KK109622.

Production to meet demand. This, too, is the forward look. Automobiles. (In Newsweek) Appl. author: McCann Erickson, Inc. © 11Jul55; KK109628.

This, too, is the forward look. What's different about this Plymouth? Automobiles. (In Newsweek, June 13, 1955, p.51) Appl. author: McCann Erickson, Inc. © 13Jun55; KK109621.

Which of the new cars do what the others don't? Plymouth, Dodge, De Soto ... Appl. author: McCann Erickson, Inc. © 1Jul55; KK109619.

CHUN KING FROZEN FOODS CORP. ©
Chun King Cantonese dinner. Net wt. 12 ozs. Label. © 1Aug55; KK110214.

Chun King chicken chow mein with mushrooms, without noodles. Net weight 1 lb. 2 ozs. Label. © 1Apr55; KK110215.

CHUN KING SALES, INC. ©
Chun King beef chop suey. Contents 1 lb. Label. © 1Jun55; KK110216.

Chun King vegetable chow mein without noodles. Contents 1 lb. Label. © 1Jun55; KK110217.

CINCINNATI BICKFORD TOOL CO. ©
Cincinnati Bickford announces Super Service radials with hydraulic speed range pre-selector. Bulletin R32. Folder. Appl. author: Emerson Hadley Mook. © 15Sep55; KK110604.

New Super Service radial drills. Bulletin R-31. Folder. Appl. author: R. N. Piper. © 7Sep55; KK111443.

New Super Service radials with complete hydraulic pre-selection of all 36 speeds and 18 feeds. Bulletin R33. 7 p. Appl. author: Emerson Hadley Mook. © 15Sep55; KK111247.

CINCINNATI MILLING MACHINE CO. ©
Cincinnati independent overhead spindle, 3-hp & 5-hp. Publication no.M-1925. Folder. © 2Sep55; KK111749.

Cincinnati 10"-12"-14" dividing heads. Publication no.M-1924. Folder. © 2Sep55; KK111748.

CIRCUS FOODS, INC. ©
Whole cashew nuts, Circus; salted. Net wt. 6 3/4 oz. Label. Appl. author: Edward H. Jenanyan. © 4Aug55; KK112675.

CITROLEUM CO. ©
Citrolem, cooling comfort for sunburn. 2 ozs. Label. Appl. author: Benjamin Green. © 11Sep55; KK112813.

CITRUS JUICE & FLAVOR CO., LTD. ©
Kula punch concentrate. Net contents one gallon. Label. © 30Jun55; KK111370.

CITY NATIONAL BANK & TRUST CO., KANSAS CITY, MO. ©
City National, Borrow-By-Check, leading the way to convenient borrowing. (In The Kansas City Star, Kansas City, Mo., July 7, 1955, p.4) © 7Jul55; KK108478.

CLAIROL, INC. ©
Miss Clairol Pre-Vue kit. Hair Color Bath. Folder. Appl. author: Richard L. Gelb. © 15May55; KK108856.

Miss Clairol shade selector chart. Miss Clairol Hair Color Bath. Folder. Appl. author: Richard L. Gelb. © 29Sep55; KK112330.

New beauty discovery, Come Alive Gray, makes gray hair beautifully gray. Contents 1 dozen, 4 fl. oz. bottles. Automatic self-locking display. Label. Appl. author: Richard L. Gelb. © 15Aug55; KK110172.

New beauty discovery, Come Alive Gray, makes gray hair beautifully gray. Contents 1/2 dozen, 4 fl. oz. bottles. Display carton. Label. Appl. author: Richard L. Gelb. © 15Aug55; KK110162.

CLAMP NAIL CO. ©
Clamp Nail wood joint fasteners. Catalog no.20, effective Dec. 1, 1954. 11 p. © 15Dec54; KK109638.

CLARK, MYRNA.
La Surete, safety napkins. (In Los Angeles herald & express, Dec. 7, 1955, p.B-4) © Myrna C. Clark; 7Dec55; KK112889.

CLARK GRAVE VAULT CO. ©
When you are the one who must know what to do. (In The Saturday evening post, Oct. 15, 1955, p.99) Appl. author: Randal S. West. © 15Oct55; KK111075.

CLAYTON (A. C.) PRINTING CO. ©
Camille designs. Shoe carton wrap. Label. © 3Nov55; KK111703.
Mittens for your feet, soft as a glove. Shoe carton wrap. Label. © 2Jun55; KK108431.

CLAYTON LABORATORIES. ©
Nobel Prize winner's discovery leads to medicine's newest weapon for control of colds. Why do we catch colds? Citroid compound. (In Chicago sun-times, Nov. 9, 1955, p.30) © 9Nov55; KK112677.

CLAYTON LABORATORIES. © Cont'd.

Nobel Prize winner's research leads to discovery of medicine's newest weapon for control of colds. Safe from unpleasant side-effects. Citroid compound. (In Chicago sun-times, Nov. 2, 1955, p.43) © 2Nov55; KK112676.

An open letter to the physicians of Detroit, announcing medicine's newest weapon for control of colds. Citroid compound. (In The Detroit times, Nov. 1, 1955, p.27) © 1Nov55; KK112678.

CLIFFORD B. HANNAY & SON, INC. SEE Hannay (Clifford B.) & Son, Inc.

CLOROX CHEMICAL CO. ©

And for whiteness and health protection, be sure to use Clorox. Household bleach & disinfectant. (In San Francisco call-bulletin, Oct. 27, 1955, p.16) Appl. author: Honig-Cooper Co. © 27Oct55; KK112090.

Clorox makes playclothes extra clean and safe for my team. Household bleach & disinfectant. (In San Francisco call-bulletin, Oct. 13, 1955, p.12) Appl. author: Honig-Cooper Co. © 13Oct55; KK112089.

Clorox mass displays increase sales of related items, too. Household bleach & disinfectant. (In Progressive grocer, Oct. 1955, p.189) Appl. author: Honig-Cooper Co. © 1Oct55; KK112086.

Everyone admires Clorox-clean clothes, they're really cleaner. Household bleach & disinfectant. (In San Francisco call-bulletin, Aug. 25, 1955, p.16) Appl. author: Honig-Cooper Co. © 25Aug55; KK110300.

Extra wash again, am I glad I have Clorox to get it extra clean. Household bleach & disinfectant. (In San Francisco call-bulletin, Sept. 15, 1955, p.17) Appl. author: Honig-Cooper Co. © 15Sep55; KK112087.

Here are my reasons for using Clorox every washday. Household bleach & disinfectant. (In San Francisco call-bulletin, Sept. 29, 1955, p.16) Appl. author: Honig-Cooper Co. © 29Sep55; KK112088.

Here's why I prefer Clorox for mass displays. Household bleach & disinfectant. (In Progressive grocer, Aug. 1955, p.25) Appl. author: Honig-Cooper Co. © 1Aug55; KK110298.

I like the way this new Clorox carton saves me work, time and money. Household bleach & disinfectant. (In Progressive grocer, June 1955, p.25) Appl. author: Honig-Cooper Co. © 1Jun55; KK109147.

It's a good thing we mothers have Clorox on our team. Household bleach & disinfectant. (In San Francisco call-bulletin, July 14, 1955, p.29) Appl. author: Honig-Cooper Co. © 14Jul55; KK109146.

It's easy to make cottons snowy-white and safer for health with Clorox. Household bleach & disinfectant. (In San Francisco call-bulletin, June 9, 1955, p.18) Appl. author: Honig-Cooper Co. © 9Jun55; KK109148.

Picnics are more fun for me, knowing there's Clorox at home. Household bleach & disinfectant. (In San Francisco call-bulletin, July 28, 1955, p.14) Appl. author: Honig-Cooper Co. © 28Jul55; KK110302.

There's a really white wash, the kind you get with Clorox. Household bleach & disinfectant. (In San Francisco call-bulletin, Aug. 11, 1955, p.18) Appl. author: Honig-Cooper Co. © 11Aug55; KK110301.

There's extra profit in Clorox fall house-cleaning displays. Household bleach & disinfectant. (In Progressive grocer, Sept. 1955, p.134) Appl. author: Honig-Cooper Co. © 1Sep55; KK110297.

This Clorox related-item display increases my profits three ways. Household bleach & disinfectant. (In Progressive grocer, July 1955, p.111) Appl. author: Honig-Cooper Co. © 1Jul55; KK110299.

When you're on vacation there's extra need for Clorox health protection. Household bleach & disinfectant. (In San Francisco call-bulletin, June 30, 1955, p.17) Appl. author: Honig-Cooper Co. © 30Jun55; KK109145.

Whiter; even a child can see that, and Clorox also protects health. Household bleach & disinfectant. (In San Francisco call-bulletin, June 16, 1955, p.22) Appl. author: Honig-Cooper Co. © 16Jun55; KK109144.

COACH HOUSE.

Coach House candy. Net weight one pound. Label. © Coach House Candy Corp. d.t. Coach House; 8May54; KK108794.

COACH HOUSE CANDY CORP. a.b.a. COACH HOUSE. SEE Coach House.

COAST PACKING CO. ©

01' Smokey, tasty ham. Label. © 18Mar55; KK109869.

01' Smokey, tasty sliced bacon. Net weight one pound. Label. © 18Mar55; KK109873.

COATS & CLARK, INC. ©

Afghans to knit and crochet. New, no winding, ready-to-knit skeins, Coats & Clark's Red Heart knitting worsted. Free leaflet W-602. Sheet. Appl. author: Elizabeth L. Mathieson. © 1Jul55; KK110135.

COCA-COLA CO. ©

Almost everyone appreciates the best. Family scene. Soft drink. (In Life, May 23, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 20May55; KK109931.

Almost everyone appreciates the best. Food scene. Soft drink. (In Life, June 20, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 17Jun55; KK109929.

Almost everyone appreciates the best. Fountain closeup. Soft drink. (In Look, Nov. 15, 1955, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 1Nov55; KK111614.

Almost everyone appreciates the best. Golf scene. Soft drink. (In Life, Oct. 10, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 7Oct55; KK111615.

Almost everyone appreciates the best. Santa Claus. Soft drink. (In Boys' life, Nov. 1955, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 25Oct55; KK111613.

Almost everyone appreciates the best. Santa Claus holding bottle; twins inset. Soft drink. (In Life, Dec. 5, 1955, p.126) Appl. author: D'Arcy Advertising Co. © 1Dec55; KK112742.

Almost everyone appreciates the best and the extra-bright refreshment of Coke awakens the youth in us all. Three at fountain. Soft drink. (In Life, Sept. 12, 1955, p.57) Appl. author: D'Arcy Advertising Co. © 8Sep55; KK110609.

Almost everyone appreciates the best and the extra-bright refreshment of Coke is unlike anything under the sun. Bathing couple. Soft drink. (In Life, July 18, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 14Jul55; KK110607.

Almost everyone appreciates the best and the extra-bright refreshment of ice-cold Coke is the perfect answer to thirst. Still life; hand and bottle. Soft drink. (In Life, Aug. 15, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 11Aug55; KK110608.

Almost everyone appreciates the best, now, choose the size to match your thirst. Twins. Soft drink. (In The State journal, Apr. 27, 1955, p.51) Appl. author: D'Arcy Advertising Co. © 27Apr55; KK112732.

Almost everyone appreciates the best, now, Coke in 2 convenient sizes. Two panels; standard & family size [bottles] Soft drink. (In Berkeley daily gazette, Mar. 31, 1955, p.23) Appl. author: D'Arcy Advertising Co. © 31Mar55; KK112735.

Almost everyone appreciates the best, now, Coke in 2 convenient sizes. Two panels; standard & king-size [bottles] Soft drink. (In The Waukegan news-sun, May 26, 1955, p.41) Appl. author: D'Arcy Advertising Co. © 26May55; KK112736.

Already a sensation in Chicago, Coca-Cola in 2 convenient sizes. Calorie story; king-size carton. Soft drink. (In Chicago daily tribune, June 22, 1955, pt.1, p.22) Appl. author: D'Arcy Advertising Co. © 22Jun55; KK109933.

America's preferred taste. Fountain closeup. Soft drink. (In Life, Nov. 7, 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 4Nov55; KK111616.

America's preferred taste, the genuine taste of Coca-Cola ... Boy with bottle. Soft drink. (In Chicago daily tribune, Oct. 25, 1955, pt.3, p.22) Appl. author: D'Arcy Advertising Co. © 25Oct55; KK112739.

Bright refreshment sparkling your way. Girl & dispenser. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Nov55; KK112214.

Bright taste all its own. Drink Coca-Cola. Teenagers and dispenser. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Sep55; KK110610.

Brighten your meals with Coke. Buffet supper. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jul55; KK108630.

Brighten your meals with Coke. Fountain couple. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jul55; KK109137.

Coke gives you a choice, two convenient sizes. Hands holding tray. Soft drink. (In The State journal,

Apr. 20, 1955, p.16) Appl. author: D'Arcy Advertising Co. © 20Apr55; KK112733.

Come back brighter with Coke. Couple at cooler. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 10Oct55; KK111467.

Enjoy the quality taste of Coca-Cola. Hand and bottle. Soft drink. (In Chicago daily news, Nov. 30, 1955, p.51) Appl. author: D'Arcy Advertising Co. © 30Nov55; KK112741.

Extra bright and bracing. Bathing couple. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Aug55; KK109540.

50 million times a day ... there's nothing like a Coke. Boy in baseball uniform. Soft drink. (In The Oklahoma eagle, Mar. 31, 1955, p.5) Appl. author: D'Arcy Advertising Co. © 31Mar55; KK109928.

50 million times a day ... there's nothing like a Coke. Boy leap-frogging. Soft drink. (In Washington Afro-American, Mar. 15, 1955, p.13) Appl. author: D'Arcy Advertising Co. © 15Mar55; KK112738.

50 millions times a day ... there's nothing like a Coke. Girl leaning on letter C; family [size bottles] Soft drink. (In The Holland evening sentinel, June 23, 1955, p.3) Appl. author: D'Arcy Advertising Co. © 23Jun55; KK112730.

Fifty million times a day ... there's nothing like a Coke. Girl sitting on K in word Coke. Soft drink. (In Ebony, June 1955, p.45) Appl. author: D'Arcy Advertising Co. © 12May55; KK110606.

50 million times a day ... there's nothing like a Coke. Girl student reclining on word Coke. Soft drink. (In Washington Afro-American, Washington, D. C., Mar. 1, 1955, p.14) Appl. author: D'Arcy Advertising Co. © 1Mar55; KK112210.

50 million times a day ... there's nothing like a Coke. Man with Coke. Soft drink. (In Washington Afro-American, Mar. 29, 1955, p.13) Appl. author: D'Arcy Advertising Co. © 29Mar55; KK112737.

Fifty million times a day ... there's nothing like a Coke. Tennis player. Soft drink. (In Boys' life, May 1955, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 25Apr55; KK109932.

Finer taste, finer quality, that's Coke. Girl in striped blouse. Soft drink. (In Chicago daily news, Nov. 17, 1955, p.17) Appl. author: D'Arcy Advertising Co. © 17Nov55; KK112740.

For outdoor living at its brightest, brighten your meals with Coke. Buffet scene. Soft drink. (In Greeley tribune, July 27, 1955, p.12) Appl. author: D'Arcy Advertising Co. © 27Jul55; KK112213.

For outdoor living at its brightest, get extra Coke for your Labor Day weekend. Beach scene ... Soft drink. (In Register-pajaronian, Aug. 31, 1955, p.11) Appl. author: D'Arcy Advertising Co. © 31Aug55 (in notice: 1954); KK112208.

For outdoor living at its brightest, July 4th fun calls for Coke. Umbrella scene; 4th of July ad. Soft drink. (In The Greeley daily tribune, June 29, 1955, p.11) Appl. author: D'Arcy Advertising Co. © 29Jun55; KK112212.

Now, Coke in 2 convenient sizes. Girl standing through letter C; standard [size bottles] three panels. Soft drink. (In Chicago sun-times, May 24, 1955, p.31) Appl. author: D'Arcy Advertising Co. © 24May55; KK112728.

Now, Coke in 2 convenient sizes. Girl standing thru letter "C" of word Coke. Soft drink. (In The Post-dispatch, Pittsburg, Calif., Apr. 18, 1955, p.10) Appl. author: D'Arcy Advertising Co. © 18Apr55; KK112209.

Now, Coke in 2 convenient sizes. Girl standing thru letter "C" of word Coke; standard-size; king-size. Soft drink. (In The Garfieldian & Garfield news, June 29, 1955, p.5G) Appl. author: D'Arcy Advertising Co. © 29Jun55; KK112211.

Now, family size, too. Family announcement [woman pointing to two family size bottles; standard size carton] Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Aug55; KK111563.

Now, family size, too. Family introductory [Coca-Cola sprite pointing to family size bottle; standard size bottle] Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jul55; KK111566.

Now, family size, too. Family, second package [woman pointing toward family size bottle; king-size & standard size cartons] Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jul55; KK111564.

Now, in king-size, too. Coke. Girl, king-size introductory. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 10Mar55; KK109970.

Now, king size, too. King, introductory [Coca-Cola sprite pointing to carton of king size; standard size carton] Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jun55; KK111567.

Now, king size, too. King, second package [woman pointing to king size carton; family size bottle & standard size carton] Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Sep55; KK111565.

Now, new king-size joins the world's most famous bottle. Sprite, standard-size & king-size bottles. Soft drink. (In Southtown economist, May 4, 1955, p.7) Appl. author: D'Arcy Advertising Co. © 4May55; KK109927.

Quality, now in 2 new sizes ... Two panels; standard, king [size bottles] Soft drink. (In The Fresno bee, June 15, 1955, p.11A) Appl. author: D'Arcy Advertising Co. © 15Jun55; KK112734.

Quality refreshment in king-size, too. Girl at refrigerator. Soft drink. (In The State journal, May 18, 1955, p.35) Appl. author: D'Arcy Advertising Co. © 18May55; KK112731.

Quality you trust, now in family-size, too. Girl, tray with family-size bottle. Soft drink. (In The Daily review, Apr. 4, 1955, p.14) Appl. author: D'Arcy Advertising Co. © 4Apr55; KK112206.

Quality you trust, now in king-size, too. Girl, tray with king-size bottle. Soft drink. (In Chicago daily tribune, June 3, 1955, pt.1, p.19) Appl. author: D'Arcy Advertising Co. © 3Jun55; KK112207.

Quality you trust, now in king-size, too. Woman with tray; king & standard size bottles; Soft drink. (In Chicago sun-times, June 2, 1955, p.54) Appl. author: D'Arcy Advertising Co. © 2Jun55; KK112729.

Refreshing angle. Girl in modern chair. Soft drink. (In Atlanta daily world, Aug. 17, 1955, p.2) Appl. author: D'Arcy Advertising Co. © 17Aug55; KK112205.

Refreshing break. Young majorette. Soft drink. (In Atlanta daily world, July 20, 1955, p.4) Appl. author: D'Arcy Advertising Co. © 20Jul55; KK112203.

Refreshing discovery. Girl with binoculars. Soft drink. (In Atlanta daily world, June 22, 1955, p.5) Appl. author: D'Arcy Advertising Co. © 22Jun55; KK112201.

Refreshing info. Two girls. Soft drink. (In Atlanta daily world, Aug. 3, 1955, p.5) Appl. author: D'Arcy Advertising Co. © 3Aug55; KK112204.

Refreshing news. Girl with newspaper. Soft drink. (In Atlanta daily world, June 8, 1955, p.2) Appl. author: D'Arcy Advertising Co. © 8Jun55; KK112200.

Refreshing note. Girl at typewriter. Soft drink. (In Atlanta daily world, July 6, 1955, p.4) Appl. author: D'Arcy Advertising Co. © 6Jul55; KK112202.

The taste that comes from quality, now in 3 convenient sizes. 3 panels: 3 girls with Coke. Soft drink. (In The Grand Rapids herald, June 23, 1955, p.15) Appl. author: D'Arcy Advertising Co. © 23Jun55; KK112198.

The taste that makes Coca-Cola out-sell all other national brands of soft drinks combined, now yours to enjoy in 3 sizes. Sprite, standard-size, king-size, family-size. (In Oakland tribune, Oct. 6, 1955, p.22) Appl. author: D'Arcy Advertising Co. © 6Oct55; KK112199.

The taste that makes Coca-Cola out-sell all other national brands of soft drinks in the world combined, now yours to enjoy in 2 sizes. Sprite with wand in hand. (In Chicago daily tribune, June 9, 1955, pt.2, p.3) Appl. author: D'Arcy Advertising Co. © 9Jun55; KK109930.

Two convenient sizes: family size; standard Coke. Girl, family size introductory. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 10May55; KK109969.

COFFMAN (R. G.) CO., INC. © Coffman no.205 railing quick-pricer. Form 205P. Ornamental iron. Folder. Appl. author: Frank Hermesdorf. © 31Jul55; KK109640.

COFFMAN (R. G.) CO., INC. © Cont'd.

Hi-light your home with Coffman ornamental iron. Form 100. Folder. Appl. author: Frank Hermesdorf. © 30Jun55; KK108643.

COHN, ARTHUR D., sole owner, ARCON. SEE Arcon.

COLE OF CALIFORNIA. ©

A brand new collection ... The Indian Summer collection, by Cole of California. Bathing ensembles. (In Women's wear daily, Aug. 3, 1955, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 3Aug55; KK109534.

Cole of California is the only swimsuit line to be featured in Disneyland. (In Women's wear daily, July 13, 1955, p.61) Appl. author: Doyle Dane Bernbach, Inc. © 13Jul55; KK108895.

Eye-filling, junior swimsuits, in the new helio shades, by Cole of California. (In Seventeen, May 1955, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 2May55; KK111905.

Get there fast ... Cole's 1956 beachwear showing. (In Women's wear daily, Aug. 17, 1955, p.28-29) Appl. author: Doyle Dane Bernbach, Inc. © 17Aug55; KK109543.

I'll take it. It's got Cole's Hi-Fi bra made of Brafoam. Swimsuits. (In Women's wear daily, Nov. 23, 1955, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 23Nov55; KK112284.

Long on curves. The new long torso swimsuit ... (In Vogue, June 1953, p.16) Appl. author: Foote, Cone & Belding. © 1Jun53; KK111850.

Look what we came up with, a new high-fashion swimwear collection for August selling. (In Women's wear daily, June 22, 1955, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 22Jun55; KK108289.

Madame likes the long torso in high-fashion children's swimwear, by Cole of California. (In Women's wear daily, Nov. 9, 1955, section 2, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov55; KK111907.

What a show when these two great names get together. Beachwear. (In Women's wear daily, Dec. 14, 1955, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 14Dec55; KK112750.

COLEMAN (WILLIAM B.) CO., INC. ©

Here's good advice from Policeman Pete. Three CCC hosiery for children. Book cover. © 17May55; KK108534.

COLES (ROSS) & CO., INC. ©

Merry Christmas from Select-A-Gift. General merchandise. Folder. © 1Nov55; KK112079.

COLGATE-PALMOLIVE CO. ©

Ajax, America's largest selling cleanser has a new bleach plus a special brightener. (In Army times (European ed.), Oct. 25, 1955, p.19) Appl. author: Bryan Houston, Inc. © 25Oct55; KK111691.

Now, Ajax has a new bleach, plus a special brightener. Cleanser. (In The Courier-Journal, Sept. 11, 1955, section B, p.3) Appl. author: Bryan Houston, Inc. © 11Sep55; KK110193.

Valuable premiums, free for coupons. Soap, starch, cigarettes & food products. 39 p. Appl. author: Harold G. Karn. © 1Jul55; KK109412.

COLIN HALL CLOTHES, LTD. ©

The fine Italian hand. Petrocelli clothes. Folder. Appl. author: Will Kaplan Advertising. © 20Dec55; KK112807.

A needle is not enough. Petrocelli clothes. Folder. Appl. author: Will Kaplan Advertising. © 20Dec55; KK112808.

The Roman Look, a new experience in wearing pleasure interpreted for us in Stars in the Night. Petrocelli clothes. Card. Appl. author: Will Kaplan Advertising. © 15Jul55; KK108954.

The Roman Look as interpreted for us by Petrocelli clothes ... Label. Appl. author: Will Kaplan Advertising. © 1Jul55; KK108653.

The Roman Look as interpreted for us in black fire. Petrocelli clothes. Label. Appl. author: Will Kaplan Advertising. © 1Jul55; KK108655.

The Roman Look as interpreted for us in lana lustre. Petrocelli clothes. Label. Appl. author: Will Kaplan Advertising. © 1Jul55; KK108652.

The Roman Look as interpreted for us in Stars in the Night. Petrocelli clothes. Label. Appl. author: Will Kaplan Advertising. © 1Jul55; KK108654.

COLLEGEVILLE FLAG & MANUFACTURING CO. ©

Feature the Daniel Boone, frontiersman playsuit ... (Collegeville masquerade costumes) No.614. Sheet. Appl. author: Freeland S. Cornish. © 13Jul55; KK109516.

COLLINS LABORATORIES. ©

Scientist's medical discovery for radiation burns now available to heal sun and detergent burns. Collins Aloe ointment. (In The Miami Herald, Oct. 9, 1955, p.4-B) Appl. author: Grant Advertising, Inc. © 9Oct55; KK110794.

COLONIAL WORKS.

Colomatic, alkyd odorless, flat finish paint; neutral base. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK111003.

Colomatic, alkyd odorless, flat finish paint; opaque base white. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK111004.

Colomatic, alkyd odorless, interior gloss finish paint; neutral base. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK111000.

Colomatic, alkyd odorless, interior gloss finish paint; opaque base white. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK110999.

Colomatic, alkyd odorless, semi-gloss finish paint; neutral base. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK111001.

Colomatic, alkyd odorless, semi-gloss finish paint; opaque base white. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK111002.

Colomatic primer sealer. Colonial paints. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK110997.

Colomatic undercoater. Colonial paints. Contents 120 fluid ozs. Label. © Colonial Works, Inc.; 19Sep55; KK110998.

COLOR STONE CORP. OF AMERICA. ©

Home owners, now, convert your house to stone with the one and only exclusive, original Color Stone at a terrific price slash. Facing for buildings. (In Chicago sun-times, Aug. 23, 1955, p.31) Appl. author: Morris B. Silverman. © 23Aug55; KK110588.

Increase your property value and add beauty at the same time with Color Stone. Cuts down fuel consumption and gives tremendous resale value ... Facing for buildings. (In Chicago sun-times, Apr. 26, 1955, p.13) Appl. author: Morris B. Silverman. © 26Apr55; KK110589.

Increase your property value and add beauty at the same time with Color Stone. Saves fuel. Adds to resale value of property. Facing for buildings. (In Chicago sun-times, May 3, 1955, p.10) Appl. author: Morris B. Silverman. © 3May55; KK110587.

COLUMBIAN VISE & MANUFACTURING CO. ©

Columbian magnesium levels. Sheet. Appl. author: Arthur Cleland Palm. © 1Aug55; KK109336.

COLUMBUS SHOW CASE CO. ©

Columbus creates buy appeal for baked goods. Bulletin no.B-190. Sheet. Appl. author: Jeremiah C. Montgomery. © 26Jul55; KK109008.

Columbus Windsor contemporary display cases. Bulletin no.W-304-WL 2M. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Nov55; KK111759.

Kingston self-selection case no. K-1227. Bulletin no.K-110. Sheet. Appl. author: Jeremiah C. Montgomery. © 15Jun55; KK109011.

SC-114 Columbia, by Columbus with extruded architectural bronze frame. Bulletin no.W-315. Sheet. Appl. author: Jeremiah C. Montgomery. © 15Oct55; KK111463.

Self-selection merchandiser for Angel Treads. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Aug55; KK109213.

COMAR INDUSTRIES, INC. ©

Jordan Marsh Company reveals why Boston lawns are turning brown this summer. Carac. Garden supplies. (In The Boston Sunday globe, June 26, 1955, home & garden section, p.10-A) © 26Jun55; KK108961.

COMMERCIAL BROADCASTING CO. ©

Dear Sir: Here is important news ... Point-of-Purchase Broadcasting. Sheet. Appl. author: La Rae J. Gantt. © 1Nov55; KK112276.

COMMERCIAL CONTROLS CORP. ©

Justewriter, automatic tape operated composing machine. Pamphlet. © 15Mar55; KK108547.

COMMONWEALTH EDISON CO. ©

Little Bill says: I light your house for pennies a day. Electricity & public utility services. (In Chicago daily tribune, Oct. 17,

1955, pt.3, p.6) Appl. author: Leo Burnett Co., Inc. © 17Oct55; KK111626.

Little Bill says: I light your whole house for just pennies a day. Electricity and public utility services. Poster. Appl. author: Leo Burnett Co., Inc. © 20Jul55; KK108638.

Little Bill says: I'll cook your meals electrically for pennies a day. Electricity and public utility services. (In Chicago daily tribune, Aug. 1, 1955, p.12, pt.3) Appl. author: Leo Burnett Co., Inc. © 1Aug55; KK109108.

Little Bill, your electric friend, says: I bring you hours of entertainment for just pennies. Electricity & public utility services. (In Chicago daily tribune, v.114, no.266, pt.3, p.4) Appl. author: Leo Burnett Co., Inc. © 7Nov55; KK111828.

COMMONWEALTH OF PUERTO RICO. SEE Puerto Rico.

COMMONWEALTH PUB. CO. ©

96 out of each 100 buy now. Income tax record. (In Salesman's opportunity, Oct. 1955, p.9) Appl. author: Jerome Charles Laadt. © 8Sep55; KK110938.

COMMONWEALTH SHOE & LEATHER CO. ©

And there you are in famous Bostonian Cordovans. Trophy situation. (In Esquire, Oct. 1955, p.49) Appl. author: Foote, Cone & Belding. © 8Sep55; KK110149.

And there you are in famous Bostonian Lo-Slopes. Girl in sports car. (In Esquire, Sept. 1955, p.30) Appl. author: Foote, Cone & Belding. © 9Aug55; KK110150.

Mr. Mansfield is miles ahead in '55 Jaunts. Mansfield shoes, by the makers of ... Bostonians. (In True, Apr. 1955, p.68) Appl. author: Foote, Cone & Belding. © 17Mar55; KK109687.

Mr. Mansfield shows up best time and again. Mansfield shoes, by the makers of ... Bostonians. (In True, Apr. 1955, p.69) Appl. author: Foote, Cone & Belding. © 17Mar55; KK109688.

Whose famous Bostonian Lo-Slopes are these? [Endorsed by] Earl Wilson. (In Life, May 16, 1955, p.28) Appl. author: Foote, Cone & Belding. © 13May55; KK109686.

Whose famous Bostonian Lo-Slopes are these? [Endorsed by] Victor Borge. (In Esquire, May 1955, p.26) Appl. author: Foote, Cone & Belding. © 7Apr55; KK109685.

Whose famous Bostonians are these? [Endorsed by] William Powell. (In Esquire, Apr. 1955, p.36) Appl. author: Foote, Cone & Belding. © 10Mar55; KK109684.

COMMUNITY BUILDERS, INC. ©

We would gladly remodel your home free and almost do. Appl. author: Robert W. Kendler. © 4Nov55; KK111833.

CONGOLEUM NAIRN, INC. ©

The freshest, most exciting remodeling starts with a Gold Seal floor. Linoleum floor & wall covering. Appl. author: McCann Erickson, Inc. © 22Jul55; KK109626.

Gold Seal Jackstraw, inlaid linoleum, fills your rooms with inlaid sunlight. Appl. author: McCann Erickson, Inc. © 23Sep55; KK111336.

Gold Seal Sequin, inlaid linoleum, fills your rooms with inlaid sunlight. Appl. author: McCann Erickson, Inc. © 24Aug55; KK111337.

It's the neatest trick in home decorating, exciting Gold Seal wall-to-wall smooth surface flooring. Linoleum wall & floor covering. Appl. author: McCann Erickson, Inc. © 31Oct55; KK111287.

A new floor in minutes, just roll it out. Gold Seal Congoleum rugs are beautiful, sanitary, easy to clean. Appl. author: McCann Erickson, Inc. © 4Oct55; KK111286.

A new floor in minutes, just roll it out. Gold Seal Congoleum rugs: beautiful, sanitary, easy to clean, only \$13. Appl. author: McCann Erickson, Inc. © 2Jun55; KK108383.

No other floors so beautiful, yet so easy to keep clean as Gold Seal Vinyl inlaid. Linoleum wall & floor covering. Appl. author: McCann Erickson, Inc. © 10Oct55; KK111728.

Today's best guide to floors and walls for home or business. You get the finest choice of all in Gold Seal ... Linoleum wall & floor covering. Appl. author: McCann Erickson, Inc. © 24Jan55; KK110852.

Why put up a tile at a time? Put up a wall at a time with Gold Seal Congowall. Linoleum wall & floor covering. Appl. author: McCann Erickson, Inc. © 6Jun55; KK108381.

Your Gold Seal guide to the most modern linoleum floors, for home or business; you get the finest choice of all in Gold Seal floors and walls. (In Better homes & gardens, Apr. 1955, p.32-33) Appl. author: McCann Erickson, Inc. © 25Apr55; KK108382.

CONKEY (H. D.) & CO.

Specifications and information for architects and engineers. Field draft controls. Folder. Appl. author: Kenneth B. Butler & Associates. © Field Control Division, H. D. Conkey & Co.; 11Jul55; KK109002.

CONLEY, JAMES A. ©

This is your Keys to the City of Washington package. Credit coupons. Sheet. © 11Aug55; KK109302.

CONN (C. G.) LTD. ©

Be popular, join the band. Conn saxophones are easy to play. Folder. © 24Jan55; KK109398.

Go places, win honors, join the band. Conn trombones, baritones, euphoniums are easy to play. Folder. © 12Apr55; KK109606.

Have more fun, join the band. Conn French horns are easy to play. Folder. © 24Jan55; KK109397.

Share honors with the team, join the band. Conn cornets, trumpets are easy to play. © 27May55; KK109399.

Your Conn Minuet is easy to play. Spinnet organ. 28 p. © 17Mar55; KK109605.

CONNECTICUT PENCIL CO. ©

Bible coloring set with color by number religious training booklet ... 600C. Label. © 12Apr55; KK108758.

Bible pencil painting set with Ten Commandments coloring pencils. 700P. Label. © 15Sep55; KK111034.

Ten Commandments coloring pencil set with color by number religious training coloring booklet. 500C. Label. © Connecticut Pencil Co., Inc.; 1Apr55; KK108759.

Ten Commandments pencil painting set with color by number sketch book. 400C. Label. © Connecticut Pencil Co., Inc.; 15Apr55; KK108757.

CONRAD, ERNEST R. ©

Farm fire losses are a national tragedy ... Fire Kings ... automatic fire extinguishers. Sheet. © 30Nov55; KK112877.

Fire King. How to make more money. Fire control equipment. Pamphlet. Bulletin no. 10. © 7Jul55; KK109063. 111. © 19Jul55; KK109433. 112. © 2Aug55; KK109432.

The Fire King ... retail price list. Effective June 1, 1955. Fire control equipment. Sheet. © 30Jun55; KK109533.

The Fire King ... wholesale price list. Effective June 1, 1955. Fire control equipment. Sheet. © 30Jun55; KK109531.

Fire only has to strike once ... Fire Kings ... automatic fire extinguishers. Sheet. © 30Nov55; KK112876.

Introducing ourselves and a handshake from both of us. Fire King Company, Inc. Fire control equipment. Sheet. © 30Jun55; KK109532.

Mercantile and manufacturing fires cost over \$356,000,000.00 last year ... Fire Kings ... automatic fire extinguishers. Sheet. © 30Nov55; KK112875.

CONSOLIDATED CIGAR SALES CO., INC. ©

Add these up for smoking pleasure. Harvester ... (In Chicago daily tribune, Oct. 11, 1955, sport-business section, p.2) Appl. author: Erwin, Wasey & Co., Inc. © 11Oct55; KK111349.

Best brand for pleasure. Dutch Masters. (In Sunday news, New York, Nov. 27, 1955, p.118) Appl. author: Erwin, Wasey & Co., Inc. © 27Nov55; KK112947.

Best point after a touchdown. Dutch Masters. (In Sunday news, New York, Nov. 13, 1955, p.111) Appl. author: Erwin, Wasey & Co., Inc. © 13Nov55; KK112969.

Better taste from every angle, charcoal-cured Harvesters are only a dime. (In Daily news, New York, Sept. 27, 1955, p.81) Appl. author: Erwin, Wasey & Co., Inc. © 27Sep55; KK111285.

Every inch a better smoke and only 10¢. Harvester cigars. (In Daily news, New York, Sept. 13, 1955, p.51) Appl. author: Erwin, Wasey & Co., Inc. © 13Sep55; KK110265.

Got a favorite shape? Dutch Masters. (In The New York times, Aug. 14, 1955, p.83) Appl. author: Erwin, Wasey & Co., Inc. © 14Aug55; KK109560.

Great traveling companions. Dutch Masters. (In The New York times, July 10, 1955, p.83) Appl. author: Erwin, Wasey & Co., Inc. © 10Jul55; KK108834.

Hit the sales jackpot. Dutch Masters. (In The Tobacco leaf, Sept. 24, 1955, p.15) Appl. author: Erwin, Wasey & Co., Inc. © 24Sep55; KK110432.

CONSOLIDATED CIGAR SALES CO., INC. © Cont'd.

How to insure your future smoking pleasure. Dutch Masters Perfecto. (In Sunday news, New York, Sept. 25, 1955, p.79) Appl. author: Erwin, Wasey & Co., Inc. © 25Sep55; KK110431.

Make dad's dream come true. Dutch Masters. (In The New York times, June 15, 1955, p.24) Appl. author: Erwin, Wasey & Co., Inc. © 15Jun55; KK108249.

Point to pleasure, get a better smoke. Harvesters ... (In Daily news, New York, Oct. 25, 1955, p.65) Appl. author: Erwin, Wasey & Co., Inc. © 25Oct55; KK111348.

Puts the spotlight on cigar value. Dutch Masters Panetelas. (In Sunday news, New York, Sept. 11, 1955, p.108) Appl. author: Erwin, Wasey & Co., Inc. © 11Sep55; KK110159.

Reach for milder, richer-tasting Dutch Masters. (In The New York times, Oct. 2, 1955, p.55) Appl. author: Erwin, Wasey & Co., Inc. © 20Oct55; KK111284.

Read between the lines and you'll discover a real bargain in smoking pleasure. Harvester cigars ... (In Chicago daily tribune, Oct. 4, 1955, sport-business section, p.5) Appl. author: Erwin, Wasey & Co., Inc. © 4Oct55; KK111347.

Reflects your good taste in giving. Dutch Masters. (In Sunday news, New York, Dec. 11, 1955, p.119) Appl. author: Erwin, Wasey & Co., Inc. © 11Dec55; KK112968.

Right down your alley. Dutch Masters. (In Sunday news, New York, Nov. 6, 1955, p.115) Appl. author: Erwin, Wasey & Co., Inc. © 6Nov55; KK112949.

Start your day right with finer Dutch Masters. (In The New York times, Aug. 28, 1955, p.83) Appl. author: Erwin, Wasey & Co., Inc. © 28Aug55 (in notice: 1954); KK110158.

This Christmas give him a box of Harvesters. [Cigar in vertical position] Harvester Perfecto. (In Daily news, New York, Dec. 13, 1955, p.38) Appl. author: Erwin, Wasey & Co., Inc. © 13Dec55; KK112948.

This Christmas give him a box of Harvesters. [Lighted cigar in horizontal position] Harvester Perfecto. (In Daily news, New York, Dec. 20, 1955, p.24) Appl. author: Erwin, Wasey & Co., Inc. © 20Dec55; KK112967.

Top off your turkey with a Harvester. (In Daily news, New York, Nov. 22, 1955, p.59) Appl. author: Erwin, Wasey & Co., Inc. © 22Nov55; KK112946.

ONSOLIDATED COSMETICS, INC. ©

Lanolin Plus all over body lotion for that all-over feeling of luxury. Booklet tag. Label. © 17Aug55; KK109924.

Lanolin Plus hard water shampoo to reveal your hair's natural loveliness. Booklet tag. Label. © 17Aug55; KK109923.

ONSOLIDATED PRODUCTS CO. ©

Recipes for success in feed formulation. Dried whole whey. Folder. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 27Jun55; KK108291.

CONSOWELD CORP.

How to install Consoweld 10, decorative plastic surfacing, with Rolltite mastic for Consoweld 10. SEE Midcontinent Adhesive Co.

CONSTANCE, JOHN D.

Constance P E guidance consulting service ... to qualify for the professional engineers' license. Sheet. © John Dennis Constance; 1Jul55; KK108646.

CONSTANCE SPRY, INC. SEE Spry (Constance) Inc.

CONSTRUCTION SPECIALTIES, INC. ©

Solar shading with eyebrow-type extruded aluminum sun shades. Mail folder. © 1Jan55; KK110173.

CONTAINER CORP. OF AMERICA. ©

Keystone quality chocolate ice cream. Design no.1407. One pint liquid. Label. © 12Sep55; KK110305.

Keystone quality ice cream. Design no.1407. Nut ice cream. One pint liquid. Label. © 12Sep55; KK110571.

Keystone quality ice cream. Design no.1407. Special ice cream. One pint liquid. Label. © 12Sep55; KK110572.

Keystone quality strawberry ice cream. Design no.1407. One pint liquid. Label. © 12Sep55; KK110685.

Keystone quality vanilla ice cream. Design no.1407. One pint liquid. Label. © 12Sep55; KK110573.

Sunshine State creamery butter quarters. (Butter carton) Design no.1452EF. One pound net weight. Label. © 22Jun55; KK108241.

CONTINENTAL FURNITURE CO. ©

You'll revel forever in the joy of owning Continental furniture. The Northcourt, impressive English Regency, by Continental. (In Living for young homemakers, Oct. 1955, p.151) Appl. author: James R. Fox. © 20Sep55; KK110412.

You'll revel forever in the joy of owning Continental furniture. The Northcourt, impressive English Regency customized with deliberate care ... (In Guide for the bride (House beautiful), winter 1955, p.23) Appl. author: James R. Fox. © 15Oct55; KK111423.

CONTINENTAL OIL CO. ©

The all-season motor oil. Conoco, super motor oil, heavy duty, America's first double-duty oil. Poster. Appl. author: Benton & Bowles, Inc. © 1Apr55; KK108753.

Conoco dairy waxes make good containers even better. New Conoco Super Cote with Polyethylene, Conoco dairy wax. (In American milk review, Sept. 1955, p.45) Appl. author: Benton & Bowles, Inc. © 10Sep55; KK112353.

Conoco is proud to welcome De Bord Oil Service ... Conoco super gasoline with TCP; Conoco super motor oil. (In Press-chronicle, Johnson City, Tenn., Dec. 16, 1954, p.3) Appl. author: Benton & Bowles, Inc. © 16Dec54; KK108869.

Conoco super gasoline with TCP. (In The Minneapolis star, July 20, 1955, p.40) Appl. author: Benton & Bowles, Inc. © 20Jul55; KK110624.

Conoco's here and we're proud to welcome Scheidt Ice & Fuel Company ... George J. Retoff. Conoco super gasoline with TCP; Conoco super motor oil. (In

Daily times-press, Streator, Ill., Mar. 1, 1955, p.2) Appl. author: Benton & Bowles, Inc. © 1Mar55 (in notice: 1954); KK108868.

Continental Oil Company salutes the automobile industry. Conoco super gasoline with TCP; Conoco super motor oil. (In The Oil daily, Mar. 16, 1955, p.4-5) Appl. author: Benton & Bowles, Inc. © 15Mar55; KK109401.

Don't you miss out another day on the astonishing power benefits of Conoco super gasoline with TCP. (In The Denver post, Aug. 3, 1955, p.43) Appl. author: Benton & Bowles, Inc. © 3Aug55; KK112340.

Driving through Beaver Dam, Arizona? You're welcome to relax ... at my new Conoco super service station. Conoco super gasoline with TCP, Conoco super motor oil. Folder. Appl. author: Benton & Bowles, Inc. © 1Sep55; KK112345.

For alkyl aryl surface-active agents of the first water, Neolene 400, intermediate for synthetic detergents. [Black and white] (In Oil, paint & drug reporter, Sept. 12, 1955, p.30) Appl. author: Benton & Bowles, Inc. © 10Sep55; KK112352.

For alkyl aryl surface-active agents of the first water, Neolene 400, intermediate for synthetic detergents. [Color ad] (In Soap & chemical specialties, Sept. 1, 1955, p.21) Appl. author: Benton & Bowles, Inc. © 1Sep55; KK112343.

Found your dream car among these three? Conoco super gasoline with TCP. (In The Dallas morning news, Mar. 23, 1955, pt.1, p.21) Appl. author: Benton & Bowles, Inc. © 23Mar55; KK109594.

Get greater profits starting with your next fracture job. Adomite ... fluid-loss control additive for converting lease crudes to superior fracturing fluids. (In World oil, Aug. 15, 1955, p.357) Appl. author: Benton & Bowles, Inc. © 13Aug55; KK112348.

Here's a diesel lubricant that successfully meets the tough demands of today's higher horsepower ratings, Conoco diesel oil R. (In Railway age, July 4, 1955, p.37) Appl. author: Benton & Bowles, Inc. © 1Jul55; KK110626.

Investigate the advantages of these new Conoco dairy waxes for your cartons. Conoco Super Cote with Polyethylene; Conoco dairy wax ... No-Foam formulation. (In Dairy record, June 15, 1955, p.17) Appl. author: Benton & Bowles, Inc. © 14Jun55; KK111852.

Is the car of your dreams on this page? Conoco super gasoline with TCP. (In Albuquerque journal, Mar. 9, 1955, p.18) Appl. author: Benton & Bowles, Inc. © 9Mar55; KK109595.

Is the car of your dreams on this page? Conoco super gasoline with TCP. (In The La Crosse tribune, Mar. 9, 1955, p.17) Appl. author: Benton & Bowles, Inc. © 9Mar55; KK110421.

Now give your car year-round protection against both major causes of engine wear with one remarkable double-duty oil, new Conoco super motor oil. (In Des Moines tribune, May 4, 1955, p.23) Appl. author: Benton & Bowles, Inc. © 4May55; KK110484.

Now give your car year-round protection against both major causes of engine wear with one remarkable, new double-duty oil, new Conoco super motor oil. Job no. CO-3670. (In Dallas times herald, Sept. 14, 1955, section 1, p.20) Appl. author: Benton & Bowles, Inc. © 14Sep55; KK112344.

Now give your car year-round protection against both major causes of engine wear with one remarkable, new double-duty oil, new Conoco super motor oil. Job no. CO-4404. (In The Improvement era, Oct. 1955, p.727) Appl. author: Benton & Bowles, Inc. © 10Oct55; KK112350.

Now in Vicksburg, a new sign of better motoring, Conoco. (In Vicksburg evening post, Dec. 10, 1954, p.5) Appl. author: Benton & Bowles, Inc. © 10Dec54; KK109304.

Predict when the weather-eye will blink, on or after July 25, 1955, and win a Colorado vacation for two or \$500 in cash. Conoco gas & oil. (In The Houston chronicle, June 30, 1955, section D, p.5) Appl. author: Benton & Bowles, Inc. © 30Jun55; KK110422.

A quality choice of the world's leading synthetic detergent processors. Neolene 400. (In Soap & chemical specialties, May 1, 1955, p.29) Appl. author: Benton & Bowles, Inc. © 1May55; KK108612.

A quality choice of the world's leading synthetic detergent processors, Neolene 400, intermediate for synthetic detergents. (In Chemical & engineering news, Aug. 22, 1955, p.3495) Appl. author: Benton & Bowles, Inc. © 20Aug55; KK112351.

A rapid and reliable source of alkyl aryl hydrocarbon, Continental Oil Company, makers of Neolene 400, an intermediate for synthetic detergents. (In 1955 Soap blue book, p.70-71) Appl. author: Benton & Bowles, Inc. © 1Jan55; KK108958.

See your dream car in this line-up? ... Conoco super gasoline with TCP. (In The Telegraph-herald, Dubuque, Iowa, Feb. 16, 1955, p.17) Appl. author: Benton & Bowles, Inc. © 16Feb55; KK109390.

The tank truck. Dust, hail and nine-inch rains, he takes 'em all in stride. Conoco super motor oil, Conoco super gasoline with TCP. (In Western farm life, Apr. 1, 1955, p.56) Appl. author: Benton & Bowles, Inc. © 1Apr55; KK108572.

The tank truck. Equipment sings sweet up on Mockingbird Hill. Conoco super motor oil, Conoco super gasoline with TCP. (In Wallaces' farmer & Iowa homestead, Sept. 17, 1955, p.112) Appl. author: Benton & Bowles, Inc. © 16Sep55; KK112346.

The tank truck. He plans today for tomorrow's profits. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, July 1, 1955, p.32) Appl. author: Benton & Bowles, Inc. © 1Jul55; KK110625.

The tank truck. How the Brown brothers save plenty of green. Conoco super motor oil, Conoco super gasoline with TCP. (In

Western farm life, May 1, 1955, p.2) Appl. author: Benton & Bowles, Inc. © 1May55; KK108610.

The tank truck. It's like father, like son on this thriving Kansas farm. Conoco super motor oil, Conoco Super Lube. (In The Farmer-stockman, Mar. 1955, p.6) Appl. author: Benton & Bowles, Inc. © 1Mar55; KK109593.

The tank truck. Machinery minds its manners out where the T-bone grows. Conoco super motor oil, Conoco super gasoline with TCP. (In The Progressive farmer, Oct. 1955, p.61) Appl. author: Benton & Bowles, Inc. © 16Sep55; KK112342.

The tank truck. Meet a Texan who's always in clover. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, June 1, 1955, p.40) Appl. author: Benton & Bowles, Inc. © 1Jun55; KK110423.

The tank truck. Where even tractors lead the life of Riley. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Aug. 1, 1955, p.48) Appl. author: Benton & Bowles, Inc. © 1Aug55; KK112347.

There's gold on the outside, there's gold on the inside, there's gold in your pocket when you sell the oil in the can with the gold band. Conoco super motor oil. (In National petroleum news, May 1955, p.32-33) Appl. author: Benton & Bowles, Inc. © 1May55; KK108575.

These motorists can tell you why there's no substitute for new Conoco super gasoline with TCP. (In The Telegraph herald, Dubuque, Iowa, Feb. 16, 1955, p.17) Appl. author: Benton & Bowles, Inc. © 16Feb55; KK109389.

Use Conoco dairy waxes to make your cartons look better, act better and sell better. Conoco Super Cote with Polyethylene; Conoco dairy wax. (In American milk review, July 1955, p.47) Appl. author: Benton & Bowles, Inc. © 10Jul55; KK110620.

Winter, spring, summer, fall, sell the oil that's best for all, new Conoco super motor oil. (In National petroleum news, Sept. 1955, p.22-23) Appl. author: Benton & Bowles, Inc. © 1Sep55; KK112354.

You just don't know the power you're missing until you try Conoco super gasoline with TCP. Mister, if you're doing lots of stop-and-go driving, you need Conoco ... (In The Denver post, Oct. 6, 1955, p.51) Appl. author: Benton & Bowles, Inc. © 6Oct55; KK112341.

You just don't know the power you're missing until you try Conoco super gasoline with TCP. That's right, lady, Conoco super gasoline with TCP gives you better gas mileage ... (In The Improvement era, Aug. 1955, p.577) Appl. author: Benton & Bowles, Inc. © 1Aug55; KK112349.

You're missing out on the greatest success in gasoline history, if you're not selling Conoco super gasoline with TCP. (In National petroleum news, July 1955, p.6-7) Appl. author: Benton & Bowles, Inc. © 1Jul55; KK110619.

CONVERTED RICE, INC. ©

The modern rice, one change any meat-and-gravy man will like. Uncle Ben's Converted long grain rice. (In Los Angeles examiner

pictorial living, Sept. 11, 1955, p.17) Appl. author: Leo Burnett Co., Inc. © 11Sep55; KK110309.

CORMAC INDUSTRIES, INC. ©

Never before has an office machine saved so much time, money and work, so easily ... Cormac copies everything. Sheet. Appl. author: Bernard W. Maxwell. © 1Jul55; KK108828.

CORO, INC. ©

Bellaire, by Coro. Costume jewelry. (In Charm, Oct. 1955, p.65) Appl. author: Adolph Katz. © 10Oct55; KK112194.

Elegance, by Coro. Costume jewelry. (In Vogue, Sept. 1955, p.110) Appl. author: Adolph Katz. © 1Sep55; KK110966.

Fall brings Autumn Leaves, by Coro. Costume jewelry. (In Mademoiselle, Sept. 1955, p.51) Appl. author: Adolph Katz. © 1Sep55; KK110967.

Flair, by Coro. Costume jewelry. (In Harper's bazaar, Nov. 1955, p.33) Appl. author: Adolph Katz. © 1Nov55; KK112192.

Fleur Royale, by Coro. Costume jewelry. (In Charm, Sept. 1955, p.67) Appl. author: Adolph Katz. © 1Sep55; KK110981.

Honore, by Coro. Costume jewelry. (In Glamour, Oct. 1955, p.25) Appl. author: Adolph Katz. © 10Oct55; KK112193.

Valencia, by Coro. Costume jewelry. (In Glamour, Sept. 1955, p.24) Appl. author: Adolph Katz. © 1Sep55; KK110980.

CORONA MANUFACTURING CO. ©

Phillips' Corona ointment, an anti-septic ... for skin care and all minor healing needs. Net wt. 3 oz. Label. Appl. author: Ruth Phillips. © 19Nov55; KK112098.

COTTER & CO. ©

Here's why: The need for seasonal future orders. Hardware, sporting goods ... Sheet. Appl. author: John M. Cotter. © 15Dec55; KK112879.

COTY, INC. ©

Amazing waterproof lipstick for swimming. Coty 24. (In The New York times) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 12Jul55; KK108606.

Autumn changeover cosmetics. Wake up beautiful with alive color glowing on your lips. New Coty 24. Lipstick. (In Drug store shoppers guide) Appl. author: Franklin Bruck Advertising Corp. © 17Aug55; KK109337.

Boost your own stock with Preferred Stock, by Coty. Men's cologne, shaving foam & after-shave lotion. (In The New Yorker) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 10Dec55; KK112950.

Boost your own stock with Preferred Stock, new preelectric shave lotion. (In The New Yorker) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 26Nov55; KK112078.

Coty, the great perfume originals that created demand for five entire lines of fragrance items. (In Perfume school of beauty fashion) Appl. author: Franklin Bruck Advertising Corp. © 10Nov55; KK111844.

COTY, INC. © Cont'd.

Dahlia, color sensation direct from Paris, makes eyes brighter, skin fairer. Coty 24 lipstick. (In The New York times, Nov. 23, 1955, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 23Nov55; KK112040.

Even dry skin can produce a teaspoon of oil a day. Discover the one powder not affected by oils in your skin. Coty cream powder. (In Ladies' home journal, Oct. 1955, p.8) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 30Oct55; KK110596.

Famous toilet water fragrances now in fool-proof atomizer. (In The New York times, July 7, 1955, p.13) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 7Jul55; KK108479.

A fine perfume actually gives you more beauty than any cosmetic. L'Aimant [by] Coty. (In The New Yorker, Nov. 12, 1955, p.136) Appl. author: Franklin Bruck Advertising Corp. © 12Nov55; KK111790.

Give her this secret of the French women. Coty perfume with lock atomizer ... (In The New York times, Dec. 7, 1955, p.3) Appl. author: Franklin Bruck Advertising Corp. © 7Dec55; KK112496.

New nail polish to match your Coty 24 lipstick. (In New York herald tribune, June 28, 1955, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 28Jun55; KK108385.

The only powder that won't change color on your face. Coty compact make-up. (In The New York times, June 26, 1955, p.71) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 26Jun55; KK108386.

Precious Pink, Coty 24, the perfect pink in sunshine or in shade. Lipstick. (In New York journal-American) Appl. author: Franklin Bruck Advertising Corp. © 22Jun55; KK108345.

Secret of the elegantes, the fashionable women of France. Perfume with lock atomizer. (In The New Yorker, Dec. 3, 1955, p.162) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 3Dec55; KK112328.

Take this lipstick off at night, the color stays on. Coty 24 lipstick. (In Good housekeeping, Oct. 1955, p.209) Appl. author: Franklin Bruck Advertising Corp. © 20Sep55; KK110189.

Take this lipstick off at night, the color stays on. Coty 24 lipstick. [Two girls: one wiping cheek; the other in bed; clock in foreground] (In Times-union, Albany, Oct. 23, 1955, good housekeeping section, p.34) Appl. author: Franklin Bruck Advertising Corp. © 23Oct55; KK111425.

3-in-1 nail polish to match Coty 24 lipstick. Coty base, nail polish, over-coat, all in one. Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 14Jul55; KK108642.

CRADDOCK FURNITURE CORP. ©

Now, doubled salespower ... New, MonoTop tables, by Craddock. (In Retailing daily, June 21, 1955, p.72) Appl. author: Keller-Crescent Co. © 21Jun55; KK108635.

Now, doubled salespower for America's fastest-selling dining furniture. New SoloTop tables, by Craddock. (In Retailing daily, Sept. 13, 1955, p.18) Appl. author: Keller-Crescent Co. © 13Sep55; KK110534.

CRAFTOOL CO.

Doodle page of the month. Leather carving tools. Sheet. © Craftool Pub. Co. t.a. Craftool Co. Page

1, series 6. Signed: Ketchum.

© 8Apr55; KK110372.

2, series 6. Signed: Ketchum.

© 8Jun55; KK110373.

3, series 6. Signed: Ketchum.

© 8Jul55; KK110374.

4, series 6. Signed: Pohja.

© 7Aug55; KK111704.

5, series 6. Signed: Ketchum.

© 19Sep55; KK110485.

6, series 6. Signed: C. Ketchum.

© 14Oct55; KK111303.

7, series 6. Signed: C. Ketchum.

© 16Dec55; KK112914.

8, series 5. Signed: Al Stohlman.

© 10Nov54; KK110367.

8, series 6. Signed: Ketchum.

© 16Dec55; KK112913.

9, series 5. Signed: Ketchum.

© 6Dec54; KK110368.

10, series 5. Signed: Al Stohlman.

© 5Jan55 (in notice: 1954); KK110369.

11, series 5. Signed: Al Stohlman.

© 18Feb55 (in notice: 1954); KK110370.

12, series 5. Signed: Al Stohlman.

© 11Mar55 (in notice: 1954); KK110371.

CRANDALL, LOUIS. ©

Neighborhood Times, newspaper kit. Toy. Label. © 1Sep55; KK110569.

CRANDALL, MERLE E. ©

Improved Chilla supplemental pellet. Chinchilla food. Label. © 20Sep55; KK110648.

CRAWLEY (JOHN J.) & CO., INC. ©

The Catholic family Life of Christ. Book. (In Advocate, Aug. 6, 1955) Appl. author: Alan Rosenberg. © 6Aug55; KK109357.

Free, Crusade shield pin. Book. Sheet. Appl. author: Alan Rosenberg. © 8Aug55; KK109676.

It belongs in every Catholic home, The Catholic family Bible ... (In The Sign, Sept. 1955, p.2 of cover) Appl. author: Alan Rosenberg. © 18Aug55; KK109604.

Now, you will find deeper meaning, greater satisfaction in The Way of the Cross. Book. Appl. author: Alan Rosenberg. © 19Aug55; KK109559.

A wonderful new plan for every Catholic home ... All the great Bible stories vividly retold for Catholic children and illustrated with hundreds of dramatic pictures in beautiful color. Crusade. Book. Sheet. Appl. author: Roy Hubbard. © 25May55; KK108931.

CREAM OF WHEAT CORP. ©

Dennis the Menace, by Hank Ketcham. Gangway, I'm havin' Cream of Wheat with jam. Breakfast food. (In True story, Dec. 1955, p.81) © 7Nov55; KK111860.

Dennis the Menace, by Hank Ketcham. Hey, Cream of Wheat and syrup is better 'n anything. Breakfast food. (In Ladies' home journal, Sept. 1955, p.189) © 26Aug55; KK111267.

Dennis the Menace, by Hank Ketcham. Oh boy, cinnamon 'n butter on Cream of Wheat. Breakfast food. (In Woman's home companion, Nov. 1955, p.68) © 20Oct55; KK111444.

CREAMETTE CO. ©

He-man's salad, 1-2-3 salad. Creamettes; macaroni. (In Picture (Minneapolis Sunday tribune), July 17, 1955, p.7) Appl. author: Martin-Williams, Inc. © 17Jul55; KK108780.

Just plain tastes better, 1-2-3 salad. Creamettes; macaroni. (In Picture (Minneapolis Sunday tribune), June 19, 1955, p.8) Appl. author: Martin-Williams, Inc. © 19Jun55; KK108779.

Put meat in his salad. Cool 1-2-3 salad. Creamettes; macaroni. (In Picture (Minneapolis Sunday tribune), May 29, 1955, p.10) Appl. author: Martin-Williams, Inc. © 29May55; KK108782.

Ready in minutes. Cool 1-2-3 salad. Creamettes; macaroni. (In Picture (Minneapolis Sunday tribune), May 22, 1955, p.29) Appl. author: Martin-Williams, Inc. © 22May55; KK108781.

CRISTO FUSANO & SONS. SEE Fusano (Cristo) & Sons.

CROCKETT (DAVEY) MANUFACTURING CORP.

OF TENNESSEE. © Davey Crockett swivel chair. Label. Appl. author: Warren Lowry. © 6Jul55; KK108763.

CROOK ADVERTISING AGENCY. ©

Advertising. May 1955. Appl. author: Wilson W. Crook. © 1May55; KK108379.

CROSS-OUT ADVERTISING CO., INC. ©

Product picture game. Have you won? Hundreds have. Game no.9. Household articles. (In St. Louis globe-democrat, Dec. 22, 1955, p.9A) © 22Dec55; KK112918.

Product picture game. Here it is, the first ... Household articles. (In Daily news, Oct. 27, 1955, p.72-73) © 27Oct55; KK111594.

Product picture game. It's fun. It's free, new game each week. Game no.2. Household articles. (In St. Louis globe-democrat, Nov. 3, 1955, p.7B) © 3Nov55; KK111595.

Product picture game. It's fun. It's free, nothing to buy, new game each week. Game no.2. Household articles. (In Daily news, New York, Nov. 3, 1955, p.74-75) © 3Nov55; KK111592.

Product picture game. New York's own game ... Game no.4. (In Daily news, New York, Nov. 17, 1955, p.70-71) © 17Nov55; KK112016.

Product picture game. Not a hundred, not a thousand, but 16,825 prizes. Game no.3. Household articles. (In Daily news, New York, Nov. 10, 1955, p.74-75) © 10Nov55; KK111854.

Product picture game. Nothing to buy, you can win. Prizes, thousands of prizes. Game no.8. Household articles. (In St. Louis globe-democrat, Dec. 15, 1955, p.4B) © 15Dec55; KK112919.

Product picture game ... No.1. Household articles. (In St. Louis globe-democrat, Oct. 27, 1955, p.7B) © 27Oct55; KK111593.

- Product picture game ... No.3. Household articles. (In St. Louis globe-democrat, Nov. 10, 1955, p.7B) © 10Nov55; KK111680.
- Product picture game. 1 out of 3 families playing product pictures. Game no.5. Household articles. (In St. Louis globe-democrat, Nov. 24, 1955, p.14D) © 24Nov55; KK112306.
- Product picture game. Prizes, thousands of prizes. Game no.6. Household articles. (In Daily news, New York, Dec. 1, 1955, p.74-75) © 1Dec55; KK112506.
- Product picture game. There's gold prizes in your product picture cards. Game no.5. Household articles. (In Daily news, New York, Nov. 24, 1955, p.58-59) © 24Nov55; KK112307.
- Product picture game. There's gold prizes in your product picture cards. Game no.6. Household articles. (In St. Louis globe-democrat, Dec. 1, 1955, p.2B) © 1Dec55; KK112505.
- Product picture game. You can win this week. Game no.7. Household articles. (In Daily news, New York, Dec. 8, 1955, p.76-77) © 8Dec55; KK112641.
- Product picture game. You've swamped us. Game no.7. Household articles. (In St. Louis globe-democrat, Dec. 8, 1955, p.8B) © 8Dec55; KK112642.
- Product picture game, for St. Louis alone, wonderful free prizes worth \$33,000.00. Game no.4. Household articles. (In St. Louis globe-democrat, Nov. 17, 1955, p.9B) © 17Nov55; KK112015.
- CROWELL-COLLIER PUB. CO. ©
The American magazine key. December has only three weeks. Direct mail promotion. Folder. © 10Nov55; KK112769.
- The American magazine key. How much do you want to earn in '56? Direct mail promotion. Label. © 12Dec55; KK112960.
- The American magazine key. Make it a good old summertime. Direct mail promotion. Label. © 10Jun55; KK108248.
- The American magazine key. The home stretch. Direct mail promotion. Folder. © 12Sep55; KK110394.
- The American magazine key. The other side of the coin. Direct mail promotion. Label. © 15Oct55; KK111371.
- The American magazine key. The well that never runs dry. Direct mail promotion. Folder. © 10Aug55; KK109364.
- The American magazine key. \$250,000 worth of opportunity. Direct mail promotion. Label. © 11Jul55; KK108975.
- Five months of new cars. The American magazine. (In Automotive news (1955 almanac issue), 19th annual almanac, p.207) Appl. author: Monroe F. Dreher, Inc. © 25Apr55; KK111990.
- The grocer speaks: All that glitters is not gold. American magazine. Direct mail promotion. Label. © 27Sep55; KK111372.
- The grocer speaks: Make hay while the sun shines. American magazine. Direct mail promotion. © 22Aug55; KK110900.
- The grocer speaks: Manufacturer imposed out of stock. [Endorsed by] LeRoy M. King. The American magazine. Direct mail promotion. Folder. © 27Oct55; KK112768.
- The grocer speaks: Premium problems. The American magazine. Direct mail promotion. Label. © 28Nov55; KK112961.
- How to get more for your money. The American magazine. (In Western advertising, June 1955, p.14) Appl. author: Monroe F. Dreher, Inc. © 5Jun55; KK111991.
- CROWN ZELLERBACH CORP. ©
Apple pie; no.428 vignette. Frozen food wrapper. Label. © 1Jul55; KK108951.
- Apple pie; no.440 vignette. Frozen food wrapper. Label. © 1Jul55; KK108804.
- Apple pie; no.446 vignette. Frozen food wrapper. Label. © 1Sep55; KK110178.
- Beef pie; no.437 vignette. Frozen food wrapper. Label. © 1Sep55; KK109965.
- Blueberry pie; no.443 vignette. Frozen food wrapper. Label. © 1Jul55; KK108802.
- Boysenberry pie; no.442 vignette. Frozen food wrapper. Label. © 1Aug55; KK109328.
- Breaded veal cutlet; no.447 vignette. Frozen food wrapper. Label. © 1Nov55 (in notice: 1954); KK112146.
- Broccoli cuts; no.239 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1Oct55; KK111283.
- Butter beans; no.530 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1Sep55; KK109964.
- Cherry pie; no.439 vignette. Frozen food wrapper. Label. © 1Jul55; KK108803.
- Chicken pie; no.445 vignette. Frozen food wrapper. Label. © 1Oct55; KK111520.
- Creme peas. Net wt. 10 oz. No.354 vignette. Frozen food wrapper. Label. © 1Jun55; KK108293.
- Fish sticks. Net wt. 8 oz. No.555 vignette. Frozen food wrapper. Label. © 1Jun55; KK108390.
- Mixed vegetables; no.335 vignette. Frozen food wrapper. Label. © 1Oct55; KK111519.
- Naturally, she prefers color in bathroom tissue, too. Powder-puff Zee ... Sheet. © 1Apr54; KK111036.
- Onion rings. Net wt. 4 oz. No.556 vignette. Frozen food wrapper. Label. © 1Sep55; KK110264.
- Peach pie; no.441 vignette. Frozen food wrapper. Label. © 1Jul55; KK108805.
- Peas and carrots. No.234 vignette. Frozen food wrapper. Label. © 1Jun55; KK108292.
- Potato patties; no.435 vignette. Frozen food wrapper. Label. © 1Jul55; KK109639.
- Scallops; no.436 vignette. Frozen food wrapper. Label. © 1Aug55; KK109327.
- 3 out of 94 ways, Zee double waxed paper gives extra protection, saves extra work. Sheet. © 1Apr54; KK111035.
- Turkey pie; no.438 vignette. Frozen food wrapper. Label. © 1Sep55; KK110064.
- Turnip greens; no.343 vignette. Net wt. 12 oz. Frozen food wrapper. Label. © 1Nov55; KK112043.
- When spaghetti spots Freddie, big Zee paper napkins make it pretty soft for you. Sheet. © 1Mar54; KK112684.
- CUDAHY BROS. CO. ©
More fun on a bun. Patrick Cudahy wieners, all good meat. (In Milwaukee journal, Aug. 25, 1955, woman's section, p.12) Appl. author: Joseph C. Stodola. © 25Aug55; KK109894.
- You see the happiest faces in homes where mothers serve Patrick Cudahy pure pork sausage. (In The Milwaukee journal, Oct. 6, 1955, pt.4, p.25) Appl. author: Joseph C. Stodola. © 6Oct55; KK111502.
- CULLIGAN, INC. ©
Culligan water softeners and conditioners. Folder. Appl. author: Alex T. Franz. © 22Aug55; KK111273.
- CULTURED MUSHROOM INDUSTRIES, INC. ©
Nu-Stle Mushroom Sizing, ready to use, flavors 40 to 60 meals. Net wt. 1 1/2 oz. Label. Appl. author: A. T. Lelles. © 19Aug55; KK111246.
- CUMMINS-CHICAGO CORP. ©
We took a tip from the auto industry to give you a new kind of drill, says Paul Jones. Cummins Ball-Rite. (In Popular science, Feb. 1954, p.281) Appl. author: Wilbur N. Davidson. © 1Feb54; KK109803.
- CURTIS (HELENE) INDUSTRIES, INC. ©
Look what happens when you get a Beauty-Break. Helene Curtis Shampoo Plus Egg. (In Harper's bazaar, July 1955, p.4 of cover) © 1Jul55; KK108799.
- CUSHMAN & DENISON MANUFACTURING CO., INC. ©
For big bold marking, the Advanced Flo-Master, felt tip pen. Label. Appl. author: David Livingstone Farke. © 1Sep55; KK109299.
- CUSTOM FOOD PRODUCTS, INC. ©
Custom instant chicken soup base and seasoning. Net weight 3 oz. Label. Appl. author: Irwin Simms. © 27Oct55; KK111585.
- CUSTOMCRAFT WOOD PRODUCTS CO.
The following information is offered for your guidance. Templates for woodworking. Sheet. © Frank P. Sullivan d.b.a. Customcraft Wood Products Co.; 1Nov55; KK111557.
- Here's how you can add charm and beauty to your home. Customcraft cornices. Sheet. © Frank P. Sullivan d.b.a. Customcraft Wood Products Co.; 22Aug55; KK109403.
- Here's how you can add charm and beauty to your home. Customcraft cornices. Sheet. © Frank P. Sullivan d.b.a. Customcraft Wood Products Co.; 1Nov55; KK111558.
- CUTCUFFE (W. R.) INC. ©
Binghamton J. Butts. Cigarettes. Label. Appl. author: William Richard Cutcliffe. © 15May55; KK108302.
- Binghamton J. Butts; fresh cigarettes inside. Label. Appl. author: William Richard Cutcliffe. © 15May55; KK108301.

CUTCLIFFE (W. R.) INC. © Cont'd.

Binghamton J. Butts; need cigarettes? Label. Appl. author: William Richard Cutcliffe. © 15May55 (in notice: 1954); KK108303.

CUTLER-HAMMER, INC. ©

New Cutler-Hammer 9101 switch joins a distinguished family of small motor control champions. (In The Saturday evening post, Sept. 18, 1954, p.123) Appl. author: Leslie A. Drew. © 14Sep54; KK108827.

D**DALLAS IRON & WIRE WORKS, INC. ©**

To the lady who wants her home to be the showplace of the block, your awning dealer can supply ornamental iron columns. Sheet. Appl. author: Leighton Garland Dotson. © 22Nov55; KK112094.

DAN DEE PRETZEL & POTATO CHIP CO. ©

Dan Dee twin-pack, hylolized potato chips. Net wt. 1 1/4 oz. Label. © 21Sep55; KK111878.

DANA PERFUMES, INC. ©

Here's perfume news America has been waiting for, for years ... Ambush, by Dana. (In Beauty fashion, Apr. 1955, p.57) Appl. author: Ross Roy, Inc. © 10Apr55; KK108972.

Introducing a famous fragrance to America. Ambush. (In Holiday, June 1955, p.146) Appl. author: Ross Roy, Inc. © 17May55; KK108974.

Yes, you, too, should wear Tabu, the forbidden perfume, by Dana. (In Vogue, May 15, 1955, p.6) Appl. author: Ross Roy, Inc. © 15May55; KK108973.

DANCU CHEMICAL CO. ©

Photoptic, make a fine lens finer. Cleaner, polish and protective coating for optical glass lens. Sheet. Appl. author: Otto Pluess. © 3Nov55; KK112624.

Super Visex. Use Super-Visex for sparkling windows with 3-D vision. Cleaner, polish and protective coating for exterior windows. Sheet. Appl. author: Otto Pluess. © 4Nov55; KK112626.

Visero, clear vision, safety windshield. Cleaner, polish and protective coating for windshield glass. Sheet. Appl. author: Otto Pluess. © 8Nov55; KK112623.

Visio, wipe off grease and dirt easily. Cleaner, polish and protective coating for interior glass. Sheet. Appl. author: Otto Pluess. © 10Oct55; KK112625.

DANT DISTILLERY CO. ©

There's nothing to life, but good living. My name is Newt Kook, call me collect ... J. W. Dant ... Olde bourbon, 86 proof ... J. W. Dant ... 100 proof Kentucky straight bourbon. (In Buffalo courier express, Nov. 10, 1955, p.27) Appl. author: The Klepner Co. © 10Nov55; KK112080.

DAPRATO STATUARY CO.

Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios. No. 249. © 1Sep55; KK110393. 250. © 1Nov55; KK112149. 251. © 1Dec55; KK112357.

DARTELL, NORMAN d.b.a. DARTELL LABORATORIES. SEE Dartell Laboratories.**DARTELL LABORATORIES.**

D P S formula 5, Aminotrate, a dietary food supplement as an aid in protein metabolism. Net contents 120 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 25Aug55; KK110861.

DPS formula 5, Aminotrate, an aid in protein metabolism. Dietary food supplement. Net contents 120 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 25Aug55; KK110916.

DPS formula 7, Darcopherol, a dietary food supplement. Net contents 50 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 1Aug55; KK109907.

Darcopherol, formula 7, a dietary food supplement. Net contents 180 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 24Jun55; KK108384.

DAVEY (A. C.) CO. ©

The A. C. Davey Co. presents glamour from California at popular prices. Ceramic giftwares. Folder. Appl. author: Arthur Calvin Davey. © 17Aug55; KK109943.

DAVEY CROCKETT MANUFACTURING CORP. OF TENNESSEE. SEE Crockett (Davey) Manufacturing Corp. of Tennessee.**DAVID (MOGEN) CANDY CO. ©**

Chanukah lolly crown. Net wt. 2-3/16 ozs. Label. Appl. author: Aralee Kazdan. © 1Dec54; KK108881.

DAVID D. BOHANNON ORGANIZATION. SEE Bohannon (David D.) Organization.**DAVID KAHN, INC. SEE Kahn (David) Inc.****DA VINCI LINE.**

Da Vinci Line plastic cards add sparkle and prestige to your firm. Horse, dog, duck, backhouse & dancing cartoons. Sheet. © Vincent Bancroft Shea t.a. Da Vinci Line; 10Oct55; KK111232.

DAVIS, DON F., KENNETH S. DYER, WILLIAM L. POWNALL & ROBERT B. SCHMIDT d.b.a. SAV-A-BOND CORP. SEE Sav-A-Bond Corp.**DAY-BRITE LIGHTING, INC. ©**

Day-Brite Corraline with hinged plastic enclosures for 4-foot rapid-start lamps. Section 10, catalog sheet 17-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 10Oct55; KK110951.

Day-Brite Corralume, Corraline and Corralouver. Form OD-639. Fluorescent lighting fixtures. Folder. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 23Nov55; KK112189.

Day-Brite Corralume with hinged plastic enclosures for 4-foot rapid-start lamps. Section 10, catalog sheet 16-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 10Oct55; KK110950.

Day-Brite hospital lavatory mirror light. Catalog no.311 & 311-B, section 50, sheet 21. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 10Oct55; KK110953.

Day-Brite, hospital ward bed light. Catalog no.312 & 312-B, section 50, sheet 22. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 10Oct55; KK110949.

Day-Brite private room hospital bed light. Catalog no.310 & 310-B, section 50, sheet 20. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 10Oct55; KK110952.

Day-Brite Ranger. Form OD-636. Fluorescent lighting fixtures. Folder. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 25Aug55; KK109636.

Day-Brite Ranger-4, four-lamp open type fixtures. Section 10, catalog sheet 15-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 16Aug55; KK109380.

Day-Brite Ranger-2, two-lamp open type fixtures. Section 10, catalog sheet 15-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 16Aug55; KK109379.

Typical concealed cove trough installation; typical exposed cove trough installation. Section 50, catalog sheet 27. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 31Oct55; KK111667.

Vapor-tight units for two and three 4-foot rapid-start lamps. Section 30, catalog sheet 18. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 31Oct55; KK111666.

DAYTON BREAD CO. ©

In the Miami Valley, everybody is taking home Miami Maid enriched better bread. Man holding sack of groceries. (In Journal herald, Dayton, Ohio, Apr. 13, 1955, p.32) Appl. author: Hutzler Advertising Agency, Inc. © 13Apr55; KK109040.

In the Miami Valley, everybody is taking home Miami Maid enriched better bread. Rabbit holding loaf of bread. (In Journal herald, Dayton, Ohio, Apr. 6, 1955, p.9) Appl. author: Hutzler Advertising Agency, Inc. © 6Apr55; KK109039.

In the Miami Valley, everybody is taking home Miami Maid enriched better bread. Woman holding grocery sack. (In Springfield daily news-sun, Springfield, Ohio, Mar. 17, 1955, p.6) Appl. author: Hutzler Advertising Agency, Inc. © 16Mar55; KK109041.

Miami Maid makes the meal. In the Miami Valley, everybody is taking home Miami Maid Butereg bread. Little girl holding sack. (In Daily news, Troy, Ohio, May 4, 1955, p.10) Appl. author: Hutzler Advertising Agency, Inc. © 4May55; KK109042.

Miami Maid makes the meal. In the Miami Valley, everybody is taking home Miami Maid old-fashioned flavor rye bread. Man in boat with loaf of bread. (In Middletown journal, Middletown, Ohio, May 13, 1955, p.4) Appl. author: Hutzler Advertising Agency, Inc. © 13May55; KK109044.

Miami Maid makes the meal. In the Miami Valley, everybody is taking home Miami Maid slenderizing Roman Meal bread. Hand reaching loaf of bread. (In Daily news, Troy, Ohio, May 11, 1955, p.4) Appl. author: Hutzler Advertising Agency, Inc. © 11May55; KK109043.

DAZOR MANUFACTURING CORP. ©

Adjustable-arm Dazors bring low-cost aid to busy work stations. Air-cooled incandescent lamps. Form 814. Folder. © 31Aug55; KK109805.

Catalog and retail price list. Effective Sept. 1, 1955. Dazor floating fixtures. Form 731. © 16Aug55; KK109847.

Catalog for authorized distributor use only. Effective Sept. 1, 1955. Dazor floating fixtures. Form 761. 15 p. © 16Aug55; KK109844.

Catalog for dealer use only. Effective Sept. 1, 1955. Dazor floating fixtures. Form 751. 15 p. © 16Aug55; KK109845.

Catalog for industrial users only. Effective Sept. 1, 1955. Dazor floating fixtures. Form 741. 15 p. © 16Aug55; KK109846.

Dazor combination hospital bed lamp and physician's examination lamp. Form 815. Sheet. © 26Sep55; KK110538.

DE CHRISTOPHER, EUGENE d.b.a. CHRIS STUDIO PRODUCTIONS. SEE Chris Studio Productions.**DEEFPREEZE HOME APPLIANCES. ©**

Deepfreeze brings you a refrigerator with a real freezer in it ... Deepfreeze Duplex. (In The Saturday evening post, Aug. 20, 1955, p.77) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 20Aug55; KK110777.

One of the best buys we ever made is our Deepfreeze freezer, say Mr. and Mrs. Hector Reynaert. (In McCall's, Sept. 1955, p.67) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 22Aug55; KK109569.

Prospects know this freezer name best, Deepfreeze. (In Electrical merchandising, Sept. 1955, p.243) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 6Sep55; KK110782.

There's sales magic in the name Deepfreeze. Home freezers & refrigerators. (In Electrical dealer, Aug. 1955, p.66) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 24Aug55; KK109568.

DE LUXE PREMIUM CORP. ©

Amazing offer; kitchen utility set complete with rack. Display card. © 14Apr55; KK108598.

Beautify your kitchen with this complete kitchen ensemble in sparkling mirror chrome finish. Canister set. Display card. © 29Apr55; KK108597.

For gracious living, get this 10 pc. carving and steak knife set complete with beautiful treasure chest. Display card. © 14Apr55; KK108599.

Free with each doll, beautiful tea set ... Terry, tea party, doll. Display card. © 7Jul55; KK111074.

Gail, with complete outfit, smart coat, dress and hat. Doll. Display card. © 7Jul55; KK110338.

9 piece cowboy outfit. Display cards. © 7Jul55; KK109566.

Sweet Amy, the school girl doll. Display card. © 7Jul55; KK111073.

10 piece cowboy outfit. Display cards. © 7Jul55; KK109567.

DENALAN CO., INC. ©

Gosse's Denalan dental plate cleanser. Net contents 3 oz. Label. Appl. author: William Casper Gosse. © 26Oct55; KK112291.

DENISON CORP. ©

Denison Jalousies. Douglas Primary School, Miami, Florida. Folder. Appl. author: Edward Louis Denison. © 29Sep55; KK110585.

DENNISON, IRA & ROGER DENNISON composing the firm DENNISON'S. SEE Dennison's.**DENNISON, ROGER & IRA DENNISON composing the firm DENNISON'S. SEE Dennison's.****DENNISON'S.**

Dennison's, of Glens Falls, develops a bouffant slip that mother can slip into her Bendix. (In Women's wear daily, Sept. 21, 1955, p.43) Appl. author: Lee Collier. © Dennison's, a firm composed of Ira Dennison & Roger Dennison; 21Sep55; KK111005.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

The moulds and dimensions of Trubyte Biotone teeth, the balanced formula plastic teeth. Folder. Appl. author: Alan Jones Davis. © 15Aug55; KK110568.

DESIGN ENTERPRISES. ©

Styled with a million dollar look, baby's visiting bag. 3 in one travel kit. No.368. Sheet. Appl. author: Oscar Schreyer. © 25Aug55; KK109815.

DETROIT STEEL.

Another actual example of DSC product performance: Zig-Zag spring; No-Sag spring. (In Detroit purchaser, Nov. 1955, p.8) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Nov55; KK111715.

Detroit Steel reports DSC strip performance 99.387 % on total shipments from Jan. 1 through May 31, 1955. (In Detroit purchaser, Aug. 1955, p.15) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Aug55; KK109314.

High C, for response-ability in your high carbon strip job try DSC High C Spring Steel. (In Detroit purchaser, Sept. 1955, p.17) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Sep55; KK110788.

How a condenser maker wants his DSC strip and gets it, as you can, too. (In Detroit purchaser, July 1955, p.6) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Jul55; KK108988.

It's no fun ducking orders when we'd rather pluck 'em. Reliance job-fitted products. (In Detroit purchaser, Dec. 1955, p.27) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Dec55; KK112672.

Looking for man-size cold rolled strip? (In Detroit purchaser, Oct. 1955, p.11) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Oct55; KK111124.

DEUTSCH, DONALD H. d.b.a. IDEAL FURNITURE CO. SEE Ideal Furniture Co.**DEUTSCHE INDUSTRIE - BAVARIA. ©**

Golden Six Spray. Glass cleaning spray. Sheet. Appl. author: H. J. Tyson. © 14Nov55; KK112225.

DEW-COATED LUBRICANTS. ©

Dew-Coated, gives frictionless, spherical, lubrication, for out-board motors ... One U. S. pint. Label. Appl. author: Robert Amft. © 12Apr55; KK112280.

DIALIGHT CORP. ©

Dialco sub-miniature pilot lights; one terminal. Form L-157. Folder. © 14Dec54; KK112545.

DICKINSON, JEAN.

Paint-a-Puppet, the puppet with a thousand faces, created by John & Jean Dickinson. SEE Topstone Rubber Toys Co.

DICKINSON, JOHN.

Paint-a-Puppet, the puppet with a thousand faces, created by John & Jean Dickinson. SEE Topstone Rubber Toys Co.

DISNEY (WALT) PRODUCTIONS. ©

Davy Crockett Indian scouting game. Playing board. Label. © 27Jun55; KK108999.

Disneyland; 160-acre magic kingdom. Sheet. © 5Jan55; KK109064.

Disneyland Donald Duck card game. No.2989:29. Label. © 22Jun55; KK108997.

Disneyland fun box. No.2916:98. 6 coloring books, 12 trading cards, 3 games ... Box wrap. Label. © 7Oct55; KK112165.

Disneyland lacing card set. No. 4719:98. Authorized ed. Game item. Box wrap. Label. © 5Oct55; KK112166.

Disneyland's official Davy Crockett Indian scouting game. No.4754:198. Box wrap. Label. © 27Jun55; KK108998.

Disneyland's official Davy Crockett Indian scouting game. No.4754:198. Outside playing board wrap. Label. © 27Jun55; KK108992.

Mickey Mouse Club, 12 coloring books. No.2935:69. Authorized ed. Box wrap. Label. © 24Oct55; KK112164.

Mickey Mouse Club game In Disneyland. Mickey Mouse clubhouse. Authorized ed. Playing board wrap. Label. © 6Oct55; KK112169.

Mickey Mouse Club game In Disneyland. No.4755:198. Authorized ed. Box wrap. Label. © 6Oct55; KK112168.

Mickey Mouse Krazy Ikes Club makes over a hundred funny figures. No.4751:198. Authorized ed. Box wrap for game items. Label. © 16Sep55; KK112167.

Official Davy Crockett. Frontier-type hats. Label. © 29Apr55; KK108684.

Walt Disney's 6 books to color. Authorized editions. 2926:39. Label. © 26Aug55; KK110155.

DOANE AGRICULTURAL SERVICE.

Doane agricultural research. Folder. Appl. author: Bernon George Perkins. © Doane Agricultural Service, Inc.; 6Jun55; KK108760.

DODGE CORK CO., INC. ©

Vinyl-cork Dodge standard cork tile; specialty pattern floorings. Folder. Appl. author: Foltz-Wessinger, Inc. © 27Jul55; KK109053.

Vinyl-Cork tile; Dodge standard cork tile. Catalog no.56. 7 p. Appl. author: Foltz-Wessinger, Inc. © 8Nov55; KK112148.

DOEHLE (HARRY) CO.

People go crazy over these new kinds of greeting cards. (In Farm Journal, Feb. 1954, p.25)
 © Harry Doehle Co. (Doehle Greeting Cards, Inc.); 22Jan54; KK108447.

DOEHLE GREETING CARDS, INC. SEE Doehle (Harry) Co.**DONAHUE SALES CORP. ©**

Greatest zipper ever, the new Magic-Tab, Talon zipper ... (In Variety store merchandiser, Sept. 1955, p.28-29) Appl. author: McCann Erickson, Inc. © 1Sep55; KK111335.

DONALD EDWARDS PHARMACEUTICAL CO.

SEE Edwards (Donald) Pharmaceutical Co.

DORSEY, H. G., JR.

Here are my illustrations of how you can get cherished keepsakes and prized gifts from your photographs. Handpainted portraits. Folder. © Herbert Grove Dorsey, Jr.; 5Jul55; KK109046.

DOUBLEDAY & CO., INC. ©

The search for Bridey Murphy, an illustration in sound. Phonograph record. Label. © 18Nov55; KK112158.

DREXEL FURNITURE CO. ©

Charmed by antiques? Find authentic pieces in the Drexel, Wallace Nutting Cherry Highlands collection. (In House & garden, Mar. 1954, p.13) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 20Feb54; KK110962.

The new Today's Living collection, by Drexel, is your kind of modern furniture. (In The American home, Mar. 1954, p.127) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 25Feb54; KK110963.

DRINK A BANANA, INC. ©

Profits & answers. Drink A Banana, milk drink. 2 p. Appl. author: John C. Jones, III. © 15Jul55; KK108707.

DRITZ (JOHN) & SONS. ©

Dritz 5-way sewing tool. No.746. Label. Appl. author: Alfred Bernard Caring. © 1Sep55; KK111883.

Dritz jewel tweezer and setting tool. No.718. Label. Appl. author: Alfred Bernard Caring. © 1Sep55; KK111882.

Dritz jewel tweezer kit for all types of trimmings. No.719. Label. Appl. author: Alfred Bernard Caring. © 1Sep55; KK112035.

Dritz laundry marking pen. No.720. Label. Appl. author: Alfred Bernard Caring. © 15Jun55; KK111881.

Dritz sock and glove darning. No.798. Label. Appl. author: Alfred Bernard Caring. © 15Sep54; KK111889.

DRY COLA SYRUP CO.

Drink instant ice tea and hot tea. Tee Wee tea syrup. One quart. Label. © Earlie D. Inglett d.b.a. Dry Cola Syrup Co.; 25Jul55; KK109581.

For fountain drinks, Dry Cola syrup, real tasty. Label. © Earlie D. Inglett d.b.a. Dry Cola Syrup Co.; 6Jul55; KK109582.

DUBONNET CORP. ©

Beyond your mildest expectations. Dubonnet, an aperitif wine. (In House & gardens, May 1954, p.186) Appl. author: Norman, Craig & Kummel, Inc. © 20Apr54; KK109334.

When does Dubonnet come into the picture? Aperitif wine. (In Collier's, Oct. 2, 1953, p.111) Appl. author: William H. Weintraub & Co., Inc. © 18Sep53; KK108239.

DUCHESS MUSIC CORP. ©

Freddy, the novelty tango with the surprise beat. Duchie. Records. Label. © 3Jun55; KK108326.

DUCK SOUP CORP. ©

Duck Soup, hand cleaner for sportsmen, removes paint, removes grease. Net wt. 20 oz. Label. Appl. author: W. P. Highley. © 2Nov55; KK111556.

DUDLEY, JAMES M. d.b.a. FIRE-PAK MANUFACTURING CO. SEE Fire-Pak Manufacturing Co.**DUMAL CORP. ©**

Tide Timer. 1955. Lower Chesapeake Bay area. Socony gasoline and motor oil. Folder. © 11Jul55; KK109298.

DU MONT (ALLEN B.) LABORATORIES, INC.

Color equipment, encoder type 2025-tic. Du Mont, first with the finest in television. Bulletin TR-739. Folder. Appl. author: Abe Certner. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 13Oct54; KK109918.

Du Mont color and monochrome multi-scanner equipment. Bulletin TR-710. 19 p. Appl. author: Robert L. S. Leedy. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 7Dec54; KK109917.

Du Mont color television broadcast equipment. TR-752. Folder. Appl. author: Kenneth F. Petersen. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 7Dec54; KK109919.

DUNCAN COFFEE CO. ©

The coffee you'd drink, if you owned all the coffee in the world. Maryland Club. (In The Tyler courier-times, Tyler, Tex., Sept. 8, 1955, section 1, p.2) Appl. author: Tracy-Locke Co., Inc. © 8Sep55; KK110553.

15¢ off your favorite bread with the purchase of Maryland Club coffee. (In The Odessa American, Sept. 29, 1955, p.10) Appl. author: Tracy-Locke Co., Inc. © 29Sep55; KK110905.

Put up your own coffee? Duncan's Maryland Club instant coffee. (In The Farmer-stockman, Oct. 1955, p.35) Appl. author: Tracy-Locke Co., Inc. of Houston. © 1Oct55; KK111729.

Why pay extra for canned coffee? Duncan's Admiration, regular grind, coffee. (In The Houston press, Sept. 22, 1955, section 2, p.22) Appl. author: Tracy-Locke Co., Inc. © 22Sep55; KK111131.

Why pay extra for tin? Duncan's Admiration, regular grind, coffee. (In The Houston post, Sept. 15, 1955, section 1, p.13) Appl. author: Tracy-Locke Co., Inc. © 15Sep55; KK110983.

DUNHAM, BERMAN S., sole owner, THUMB-OUT CO. SEE Thumb-Out Co.**DUO-THERM DIVISION, MOTOR WHEEL CORP. SEE Motor Wheel Corp.****DUPLI-TYPER CO. ©**

Now, Dupli-Typer, time saving attachments for all National cash register accounting machines.

Form 551B. Folder. Appl. author: Julius C. Hochman. © 1Nov55; KK112290.

DU PONT DE NEMOURS (E. I.) & CO., INC. Palamonium. FDSB-487655. Painted by Iwan L. Lotton. Explosives. Calendar. © E. I. Du Pont de Nemours & Co., Inc., Explosives Dept.; 30Oct55; KK110499.

Selling slants. Du Pont Zerone, Zerex antifreeze. Folder. Feb. 1955. Appl. author: Elizabeth W. Gallagher. © 1Feb55; KK112561.
 Mar. 1955. Appl. author: Elizabeth W. Gallagher. © 1Mar55; KK112562.
 Apr. 1955. Appl. author: Elizabeth W. Gallagher. © 1Apr55; KK112563.
 July 1955. Appl. author: E. W. Gallagher. © 1Jul55; KK112156.

Sept. 1955. Appl. author: John S. Swajeski. © 1Sep55; KK112154.
 Oct. 1955. Appl. author: John S. Swajeski. © 1Oct55; KK112155.

DUROLITE PENCIL CO. ©

Before you buy any business gift, see the Dur-O-Lite companion sets. Pen or pencil & lighter. Appl. author: Lloyd Wilbur Byrnes. © 10Sep55; KK110790.

DURO-TEST CORP. ©

Candelite; everybody looks better under Candelite. Incandescent lamps. Sheet. Appl. author: Roland W. Tiemann. © 2Sep55; KK111013.

Count your cost in light-hours. Incandescent & fluorescent lamps. (In YMCA business administration, Apr. 1955, p.55) Appl. author: Roland W. Tiemann. © 1Apr55; KK109829.

Duro-Test 5000 to 10,000 hour infrared lamps for penetrating heat instantly. Sheet. Appl. author: Roland W. Tiemann. © 18Apr55; KK108909.

Duro-Test Louveray. Incandescent fixture. Sheet. Appl. author: Roland W. Tiemann. © 30Nov54; KK108910.

Duro-Test, maker of America's best lamps, fluorescent and incandescent. (More and better light for less money) Folder. Appl. author: Roland W. Tiemann. © 17Jun55; KK108913.

Duro-Test Mercury Vapor Lamps. Folder. Appl. author: Roland W. Tiemann. © 27May55; KK108907.

Duro-Test presents the new 4,000 hour 150 watt V-Beam for 12 inch traffic signals. (In Municipal signal engineer, May-June 1955, p.24) Appl. author: Roland W. Tiemann. © 1Jun55; KK111018.

Duro-Test 12,000 User Hour fluorescent lamps. Folder. Appl. author: Roland W. Tiemann. © 26Aug55; KK111015.

Duro-Test 2500 hour incandescents and the Louveray for dependable, economical, school lighting. Sheet. Appl. author: Roland W. Tiemann. © 6May55; KK108908.

For easier seeing, Tru-White, Duro-Test's glare-free lamp that's brighter, whiter, yet kinder to the eyes. Incandescent lamps. Sheet. Appl. author: Roland W. Tiemann. © 10Jun55; KK108912.

If you're ordering lamps, but buying light, you'll want to specify Duro-Test. Incandescent & fluo-

- rescent lamps. Appl. author: Roland W. Tiemann. © 1Jun55; KK109828.
- Keep ladders down with Duro-Test 6000 hour sign lamps in clear, frost and inside colors. Incandescent lamps. Folder. Appl. author: Roland W. Tiemann. © 29Jul55; KK111016.
- The magic wand for merchandise. Super-Delux 45, by Duro Test. Fluorescent lamps. Folder. Appl. author: Roland W. Tiemann. © 23Sep55; KK111012.
- New V-Beam lamp makes highways safer. Traffic lamps. (In Municipal signal engineer, July-Aug. 1955, p.62) Appl. author: Roland W. Tiemann. © 1Aug55; KK111017.
- No harsh glare. Vis-A-Ray Extra Duty, America's toughest ruf-service lamp makes seeing easier. Incandescent lamp. Sheet. Appl. author: Roland W. Tiemann. © 22Jul55; KK108911.
- Use Duro-Matic starters for proper lamp starts in heavy industrial lighting service. Sheet. Appl. author: Roland W. Tiemann. © 23Sep55; KK111014.
- When lives depend on lights, it's always good judgment to install the best lamps that money can buy. Code beacon. Incandescent lamps. Sheet. Appl. author: Roland W. Tiemann. © 15Jul55; KK108906.
- DUSHARME PRODUCTS, INC. ©
Crowns every coiffure with the loveliness of the loved. Dusharme, hair-sheen, wave-creme. (In Harper's bazaar, Oct. 1955, p.97) Appl. author: Bernard T. Maldonado. © 10Oct55; KK110714.
- DYER, KENNETH S., WILLIAM L. POWNALL, ROBERT B. SCHMIDT & DON F. DAVIS d.b.a. SAV-A-BOND CORP. SEE Sav-A-Bond Corp.
- DYNAMIC CENTER ENGINEERING CO., INC. ©
Wheel & Tire Setting Instrument. Label. Appl. author: Wilbur C. Rexroat. © 2Jul55; KK110356.
- ## E
- EARLY TIMES DISTILLERY CO. ©
Always good. Early Times, every ounce a man's whisky. (In Memphis commercial appeal press scimitar, Sept. 12, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 12Sep55; KK110730.
- Always good, Early Times, Kentucky's favorite straight whisky. (In New York journal American, Sept. 13, 1955, p.21) Appl. author: Ruthrauff & Ryan, Inc. © 13Sep55; KK111686.
- Always good, Early Times means new customers. It's every ounce a man's whisky. (In Liquor store, Sept. 1955, p.35) Appl. author: Ruthrauff & Ryan, Inc. © 1Sep55; KK111677.
- Always good. Why does Early Times continue to make new friends, keep old friends? It's every ounce a man's whisky. (In Buckey tavern, Sept. 1, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 1Sep55; KK111701.
- Before tax increase save dollars instead of pennies, buy Early Times by the case. (In San Francisco chronicle, June 28, 1955, p.3H) Appl. author: Ruthrauff & Ryan, Inc. © 28Jun55; KK109322.
- Boston's best is Kentucky's favorite. Early Times, old style Kentucky whisky. (In Boston daily record, Sept. 9, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 9Sep55; KK110726.
- Enjoy the real Kentucky flavor of Early Times, top-selling straight in the whisky state. (In Wichita evening eagle, June 29, 1955, p.11A) Appl. author: Ruthrauff & Ryan, Inc. © 29Jun55; KK109294.
- Every drink tastes better with wonderful Early Times. It's the quality straight bourbon Kentuckians themselves prefer ... (In Seattle daily times, May 25, 1955, p.34) Appl. author: Ruthrauff & Ryan, Inc. © 25May55; KK110914.
- In Kentucky, the bourbon capital of the world, whisky experts point to Early Times as their own personal choice ... (In Oregonian, Sept. 10, 1955, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 10Sep55; KK111684.
- In Kentucky, the bourbon capital of the world, whisky experts point to Early Times as their own personal choice ... (In Savannah morning news, June 3, 1955, p.34) Appl. author: Ruthrauff & Ryan, Inc. © 3Jun55; KK109296.
- In restful Kentucky, famed for fine whisky, the favorite of all is Early Times. (In Los Angeles herald express, July 21, 1955, p.D5) Appl. author: Ruthrauff & Ryan, Inc. © 21Jul55; KK109436.
- In restful Kentucky, famed for fine whisky, the favorite of all is Early Times. Of all the fine whiskies made in Kentucky ... (In Collier's, Sept. 16, 1955, p.12) Appl. author: Ruthrauff & Ryan, Inc. © 16Sep55; KK110723.
- In restful Kentucky, famed for fine whisky, the favorite of all is Early Times. Picture yourself a-floatin' down the river ... (In Life, Sept. 19, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 19Sep55; KK110722.
- Man of the hour; remember dad on Father's Day, June 19th. Early Times. (In Chicago sun times, June 10, 1955, p.54) Appl. author: Ruthrauff & Ryan, Inc. © 10Jun55; KK109297.
- Over 50 % of America's whisky is produced in Kentucky and Kentuckians choose Early Times over all other whiskies. (In Birmingham news, July 15, 1955, p.19) Appl. author: Ruthrauff & Ryan, Inc. © 15Jul55; KK109434.
- Picture of Kentucky on a lazy afternoon, just floatin' down the river, drinkin' Early Times. (In Houston post, Sept. 8, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 8Sep55; KK110729.
- Pour yourself some Early Times. You'll see why thousands of Californians are doing the same thing. Kentucky straight bourbon whisky. (In Beverage industry news, Aug. 1, 1955, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 1Aug55; KK110734.
- Recommend Early Times to your customers and your customers will recommend you. Kentucky straight bourbon whisky. (In Illinois beverage journal, Oct. 1955, p.25) Appl. author: Ruthrauff & Ryan, Inc. © 10Oct55; KK111682.
- Smart set chooses Early Times. Kentucky straight bourbon whisky. (In New York journal American, July 9, 1955, p.10) Appl. author: Ruthrauff & Ryan, Inc. © 9Jun55; KK110735.
- Stock up on Early Times at pre-tax prices. Every ounce a man's whisky. (In The Call bulletin, June 29, 1955, p.33) Appl. author: Ruthrauff & Ryan, Inc. © 29Jun55; KK109950.
- This is Kentucky, famed for fine whisky. Serve your members Kentucky's own favorite straight, Early Times. (In Club management, July 1, 1955, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Jul55; KK109435.
- This is the whisky that made Kentucky whiskies famous. Early Times. (In Ledger dispatch, Norfolk, Va., June 1, 1955, p.33) Appl. author: Ruthrauff & Ryan, Inc. © 1Jun55; KK109908.
- To the season's record catch or the one that got away, now's the time to drink a toast ... Early Times, every ounce a man's whisky. (In Fishing & hunting (Oregon ed.), July 15, 1955, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 15Jul55; KK110736.
- Two-way savings on Early Times. (In Los Angeles herald express, June 24, 1955, p.B4) Appl. author: Ruthrauff & Ryan, Inc. © 24Jun55; KK109295.
- Two-way savings on Early Times, California's most popular straight bourbon whisky. (In Los Angeles examiner, June 22, 1955, section 4, p.7) Appl. author: Ruthrauff & Ryan, Inc. © 22Jun55; KK111712.
- Vacation time or anytime, you'll have better times with Early Times. [Large bottle; man sitting on watch hands; sport equipment in foreground] (In Washington post-times herald, Washington, D. C., June 3, 1955, p.26) Appl. author: Ruthrauff & Ryan, Inc. © 3Jun55; KK111974.
- Vacation time or anytime, you'll have better times with Early Times. [Pint and quart size bottles; man sitting on watch hands; sport equipment in foreground] (In Tacoma news, June 4, 1955, p.8) Appl. author: Ruthrauff & Ryan, Inc. © 4Jun55; KK109292.
- Vacation time or anytime, you'll have better times with Early Times. [Pint size bottle; man sitting on watch hands; sport equipment in foreground] (In Daily world, Aberdeen, Wash., June 30, 1955, p.20) Appl. author: Ruthrauff & Ryan, Inc. © 30Jun55; KK109293.
- What every man should know about whisky. Early Times, Kentucky straight bourbon. (In Fort Smith times record, Oct. 13, 1955, p.25) Appl. author: Ruthrauff & Ryan. © 13Oct55; KK112380.
- When you bag your daily limit ... Early Times, every ounce a man's whisky. (In Fishing & hunting news, Sept. 2, 1955) Appl. author: Ruthrauff & Ryan, Inc. © 2Sep55; KK110728.
- EASTERN INDUSTRIES, INC. ©
Eastern industrial centrifugal pumps. Bulletin 110. 11 p. © 21Jul54; KK109958.
- EATON'S OF CALIFORNIA.
Watch the V8 colors go by. Don Carlos, Jr. Shirts. Poster. © Philip Jacobs d.b.a. Eaton's of California; 22Apr55; KK110034.

ECKARD, MERLE S. d.b.a. ECKARD'S EXCELLENT RESTAURANT. SEE Eckard's Excellent Restaurant.

ECKARD'S EXCELLENT RESTAURANT. Eckard's, where cordiality is expressed in quick and friendly service. Menu cover & inside pages. © Merle S. Eckard d.b.a. Eckard's Excellent Restaurant; 1Jul55; KK109154.

EDWARD LEE ADVERTISING CO. SEE Lee (Edward) Advertising Co.

EDWARD SCHAINMAN CO., INC. SEE Schainman (Edward) Co., Inc.

EDWARDS (DONALD) PHARMACEUTICAL CO. Important medical facts for every man ... Men, too, go thru change of life. After 40 capsules. Sheet. Appl. author: Elmer D. Silha. © Donald Edwards Pharmaceutical Co., a firm consisting of Elmer Silha, Nelson J. McMahon & Edward H. Larson; 10Aug55; KK109857.

Important medical facts for every man who has passed his 40th birthday. Men, too, go thru change of life. After 40 capsules. Ad no. 4-55. Sheet. Appl. author: Elmer D. Silha. © Donald Edwards Pharmaceutical Co., a firm consisting of Elmer D. Silha, Nelson J. McMahon & Edward H. Larson; 12Sep55; KK110834.

EDWARDS (DONALD) PHARMACEUTICAL CO. SEE ALSO Elmorene Co.

EKCO PRODUCTS CO. © Easy does it perfectly with Flint cutlery. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 24Oct55; KK112965.

Easy does it perfectly with Flint kitchen tools. (In McCall's, Oct. 1955, p.17) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep55; KK112922.

Easy does it perfectly with Flint-Ware ... Vanadium stainless steel cookware. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep55; KK112923.

Now, go modern, live easy with stove-to-table Ekcoware. Sauce-pan-skillet, casserole ... (In Better homes & gardens, Dec. 1955, p.105) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 25Nov55; KK112966.

ELCO TOOL & SCREW CORP. © Elco aids for home and office. Folder. Appl. author: Walter Gustaf Larson. Issue no.
6. © 1Aug55; KK109239.
7. © 23Aug55; KK109804.
8. © 27Sep55; KK110856.
9. © 18Oct55; KK111157.
10. © 30Nov55; KK112437.
11. © 16Dec55; KK112881.

ELECTRIDUCT CO.

The all new modern extension Electriduct. Solve your over-floor wiring problems. Electric extension cord. Folder. Appl. author: Gene Sneesby. © Electriduct Co., a partnership consisting of Gene Sneesby & George Winders; 23Jun55; KK109117.

ELECTRO TOOL CORP. © Saves time and money, the new Outliner, neck shaver and trimmer. (In Barber's Journal, June 1955, p.7) Appl. author: Western Advertising Agency. © 1Jun55; KK108836.

ELECTROLUX CORP. © Imagine, the cord winds itself up automatically with the new, all-aluminum, automatic Electrolux cord winder. Sheet. © 15Jul55; KK110784.

World's lightest-weight, heavy-duty cleaner. Electrolux vacuum ... (In Better homes & gardens, Aug. 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jul55; KK110775.

ELECTRONIC PIANOS, INC. © Electrone. Piano attachments. Label. Appl. author: Cliff C. Nolder. © 1Jul55; KK111242.

ELKAY MANUFACTURING CO. © Elkay Lustertone, stainless steel sinks, finest complement to any kitchen color. (In House beautiful, Sept. 1955, p.191) Appl. author: Theron W. Blakeslee. © 1Sep55; KK111756.

ELLEN BRA CORP. © See how it feels to wear a \$100,000.00 insured Forever Yours bra. Sheet. © 1Feb55; KK108433.

This Forever Yours bra is insured for \$100,000.00. Label. © 1Feb55; KK108434.

ELGIN AMERICAN. America's newest, most efficient, automatic lighter, the Elgin American 400 ... (In Coronet, June 1955, p.9) Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co. d.b.a. Elgin American; 25May55; KK108775.

ELMORENE CO. Important medical facts for every man who has passed his 40th birthday. Men, too, go thru change of life. After 40 capsules. (In The Pittsburgh courier, Aug. 27, 1955, p.8) Appl. author: Elmer Silha. © Elmorene Co., a firm composed of Elmer Silha, Edward H. Larson & Nelson J. McMahon; 27Aug55; KK109988.

ELMORENE CO. SEE ALSO Edwards (Donald) Pharmaceutical Co.

ELNA BRANDS, INC. © Bo Peep toilet tissue. White, soft crepe. 650 bleached sheets. Label. © 20May55; KK109672.

Elna, 100 % pure instant coffee. Net weight 6 oz. Label. © 8Jun55; KK109671.

ELOESSER-HEYNEMANN CO. © Fit better, wear longer ... Can't Bust 'Em, union made, Kinrey twill. Work clothes. Label. © 1Jun55; KK108402.

ELSASSER, DAVID N. © Florida coconut palm server. Tray. Label. Appl. author: Philomena Bravington. © 1Apr55; KK108925.

Florida souvenir salad service. Label. Appl. author: Philomena Bravington. © 1Apr55; KK108429.

Souvenir of Florida. Salt and pepper. Shakers. Label. Appl. author: Philomena Bravington. © 1Apr55; KK108926.

EMELOID CO., INC. © White's Gestatabs, the 2-a-day Mol-Iron prenatal supplement. Obstetrical calendar. Drugs. © 1Jul55; KK110319.

EMERSON RUG CO. What are you waiting for? Now, you can have your home full of comfort ... with Emerson's Add-A-Room plan. Appl. author: Silton Bros., Inc. © Emerson Rug Co., Inc.; 7Aug55; KK110129.

EMILE MARGHAB, INC. SEE Marghab (Emile) Inc.

EMPIRE PENCIL CO., division of HASSEN-FELD BROS., INC. SEE Hassenfeld Bros., Inc.

EMPLOYERS' GROUP INSURANCE COS. © We're passing you the cream of the auto insurance market. Low-F1 Plan. Sheet. © 14Oct55; KK110960.

ENGLANDER CO., INC. © Think of your spine when you go to buy a mattress. Englander Red Line. (In Life, Aug. 22, 1955, p.18-19) Appl. author: Leo Burnett. © 22Aug55; KK109535.

Think of your spine when you go to buy a mattress. Englander Red Line. (In Life, Oct. 3, 1955, p.54) Appl. author: Leo Burnett. © 30Oct55; KK110959.

ERICKSON BROS. © Erickson is refinery fresh, never barged, never stored, never stale. Gasoline. Poster. © 29Jul55; KK110483.

Erickson, we never close. Gasoline & service stations. Match books. © 31May55; KK109530.

Grand opening, Erickson. Gasoline & glassware. Sheet. © 29Jul55; KK110191.

Refinery fresh gasoline; heat-proof dinnerware. Folder. © 11Jul55; KK108686.

Sunrex permanent anti-freeze. Card. © 29Jul55; KK110188.

ERMAN-BACH, MAX. © The new Merba, edible wafer cake decorations. Sheet. © 11Aug55; KK109244.

ERNA BITTERSWEET CANDIES. Erna Quartet assortment. Net weight one and one-half pounds. Label. © Naftali Blumenau d.b.a. Erna Bittersweet Candies; 20Jul55; KK109161.

ESKIMO PIE CORP. © Eskimo Pie, vanilla ice cream, de luxe chocolate coating. [Small girl winking at boy holding Eskimo Pie] Poster. Appl. author: Robert Weir. © 15May55; KK111127.

When she winks at you like this, what you want is another Eskimo Pie. Ice cream. (In Allentown messenger, Monmouth County, N. J., Sept. 29, 1955, p.3) Appl. author: Buchanan & Co., Inc. © 29Sep55; KK110651.

ESQUIRE CHEMICAL CO. © Didee Scent, diaper pail deodorant cakes, successfully combats diaper odor. 5 pack. Label. Appl. author: Frank J. Curran. © 19Sep55; KK111975.

ESTERBROOK PEN CO. © Bookkeepers, secretaries, executives, students, you ... choose the right point, for the way you right [sic] by number. (In Time, Feb. 7, 1955, p.2) Appl. author: John D. Wooster. © 3Feb55; KK110272.

Choose the right point, for the way you write, by number. As personal as your shadow. (In The Saturday evening post, Aug. 20, 1955, p.85) Appl. author: John D. Wooster. © 17Aug55; KK110408.

Choose the right point, for the way you write, by number. Bookkeeping, medium stub, school work ... (In The Saturday evening post, June 4, 1955, p.6) Appl. author: John D. Wooster. © 1Jun55; KK111198.

Choose the right point, for the way you write, by number. Every inch your personal pen, all ways and always. (In The American magazine, Sept. 1955, p.4 of cover) Appl. author: John D. Wooster. © 1Sep55; KK110909.

Choose the right point for the way you write, by number. Figure work, printed script ... (In The Saturday evening post, May 14, 1955, p.58) Appl. author: John D. Wooster. © 11May55; KK110212.

Choose the right point, for the way you write, by number. Fine writing, social correspondence ... (In Time, Apr. 18, 1955, p.104) Appl. author: John D. Wooster. © 14Apr55; KK110273.

Choose the right point, for the way you write, by number. Secretaries, musicians, general writing ... (In The Saturday evening post, Mar. 12, 1955, p.60) Appl. author: John D. Wooster. © 9Mar55; KK111197.

Choose the right point, for the way you write, by number. The personal pen with your personal point. (In The Saturday evening post, Oct. 15, 1955, p.147) Appl. author: John D. Wooster. © 11Oct55; KK112074.

Convince yourself or your money back. Use this pen for 30 days. (In Newsweek, July 18, 1955, p.88) Appl. author: John D. Wooster. © 14Jul55; KK110282.

Esterbrook desk set with the pen that fills itself; 30-day money-back guarantee. (In Time, Feb. 14, 1955, p.10) Appl. author: John D. Wooster. © 10Feb55; KK110279.

Esterbrook fountain pen, choose the right point, for the way you write, by number. (In Time, Sept. 12, 1955, p.14) Appl. author: John D. Wooster. © 8Sep55; KK110280.

For easier, more comfortable writing, choose the right point, for the way you write, by number. (In The Saturday evening post, Feb. 12, 1955, p.82) Appl. author: John D. Wooster. © 9Feb55; KK110213.

Left handers, bold signatures, general writing, fine writing, Gregg shorthand, you, choose the right point, for the way you write, by number. (In Time, June 13, 1955, p.49) Appl. author: John D. Wooster. © 9Jun55; KK110274.

The pen that fills itself ... You can't go wrong on this guaranteed desk set ... Model 444. (In Time, May 16, 1955, p.81) Appl. author: John D. Wooster. © 12May55; KK110281.

So good we guarantee your money back. Esterbrook desk set with the pen that fills itself. (In Time, Mar. 14, 1955, p.44) Appl. author: John D. Wooster. © 10Mar55; KK110278.

30-day money back guarantee, if this is not the most satisfactory desk pen you have ever used, model 444 desk set with the pen that fills itself. (In Time, Apr. 11, 1955, p.6-7) Appl. author: John D. Wooster. © 7Apr55; KK110277.

You can feel the difference when you choose the right point for the way you write. (In Reader's digest, Aug. 1955, p.187) Appl. author: John D. Wooster. © 25Jul55; KK110908.

ESTLER, W. S.
Tomato, the one and only mortgage lifter. Label. © William S. Estler; 6Jun55; KK108428.

EUREKA MILLS, INC.

Ful dog dinner, 27 % protein.
Net wt. 2 lbs. Label. Appl.
author: Joel M. Haffner. © Ful
Dog Dinner Division, Eureka Mills,
Inc.; 31Oct55; KK111517.

EUTECTIC WELDING ALLOYS CORP. ©

Alutin, no.51. Tag. Label.
© 28Nov55; KK112102.

CutTrode, no.1, AC-DC. Dk. green
tip. © 1Sep55; KK110101.

EutecBor no.9, for torch. Lt.
blue tip. © 14Dec55; KK112569.

EutecRod 14, F.C., flux-coated,
for torch. Violet tip.
© 1Sep55; KK110105.

EutecRod 15. Yellow tip.
© 10Nov55; KK111977.

EutecRod 21FC, flux coated for
torch. Lt. blue tip.
© 14Dec55; KK112567.

EutecRod 22, F.C., flux coated,
for torch. Tan tip.
© 23Sep55; KK110891.

EutecRod 22, for torch. Tan tip.
© 23Sep55; KK110883.

EutecRod 140, F.C., flux coated,
for torch. Light green tip.
© 1Sep55; KK110108.

EutecRod 140, for torch. Light
green tip. © 1Sep55; KK110107.

EutecRod 141, for torch. Violet
tip. © 1Sep55; KK110102.

EutecRod 146, FC, flux coated, for
torch. Green flux coating.
© 14Dec55; KK112571.

EutecRod 149, for torch. Brown
tip. © 21Nov55; KK111996.

EutecRod 157. Available in 2 and
5 lb. spools. © 14Dec55;
KK112568.

EutecRod 183, for torch. Black
tip. © 14Dec55; KK112570.

EutecRod 185 FC, flux coated, for
torch. Pink flux coating.
© 19Oct55; KK111103.

EutecRod 190, for torch. Yellow
tip. © 23Sep55; KK110879.

EutecRod 1603, for torch. Silver
tip. © 23Sep55; KK110878.

EutecRod 1804. Dark green tip.
© 21Nov55; KK111997.

EutecRod 1900, for torch. Orange
tip. © 21Nov55; KK111998.

EutecRod no.1902, for torch. Gray
tip. © 10Nov55; KK111978.

Eutectic Low Temperature welding
Alloys. Labels.

EutecTrode 10, AC-DC. Lt. green
tip. © 23Sep55; KK110887.

EutecTrode 12, AC-DC. Lt. green
tip. © 23Sep55; KK110889.

EutecTrode 25, AC-DC. Lt. blue
tip. © 1Sep55; KK110103.

EutecTrode 27, AC-DC. Tan tip.
© 14Dec55; KK112566.

EutecTrode 28, AC. Dk. green tip.
© 23Sep55; KK110886.

EutecTrode 30, AC. Yellow tip.
© 23Sep55; KK110884.

EutecTrode 66, AC-DC. Yellow tip.
© 10Nov55; KK111980.

EutecTrode 67, AC. Black tip.
© 23Sep55; KK110881.

EutecTrode 68, AC. Peach tip.
© 23Sep55; KK110895.

EutecTrode 280, DC. Peach tip.
© 23Sep55; KK110890.

EutecTrode 300, DC. Gray tip.
© 23Sep55; KK110888.

EutecTrode 670, DC. Orange tip.
© 23Sep55; KK110882.

EutecTrode 680, DC. Lt. blue tip.
© 23Sep55; KK110894.

EutecTrode 1850, AC. Black coat-
ing, pink tip. © 23Sep55;
KK110880.

EutecTrode 1851, DC. Red coating,
pink tip. © 1Sep55; KK110104.

EutecTrode 2101, D. C. Orange
tip. © 10Nov55; KK111981.

NiTectic 222, DC. Dark green tip.
© 23Sep55; KK110885.

S-AL2, F.C., flux coated, for
torch. Ivory tip. © 23Sep55;
KK110892.

S-AL2, for torch. Ivory tip.
© 23Sep55; KK110893.

S-FL 35. Pink tip. © 10Nov55;
KK111979.

SteelTectic, AC-DC. Dark blue
tip. © 15Nov55; KK111800.

SteelTectic, no.1, CA-CC. Punta
azul oscuro. Label. © 28Nov55;
KK112103.

UniMatic 6000, AC-DC. Violet tip,
red coating. © 14Dec55;
KK112565.

Xyron 2-24, AC-DC. White tip.
© 1Sep55; KK110106.

Xyron 2-25 (AC-DC) Primary: Lt.
blue tip. Secondary: Silver.
© 3Nov55; KK111518.

EVANS' (L. B.) SON CO. ©

Because you wouldn't want to give
less. Evans, hand turned, slip-
pers. (In The Saturday evening
post, Nov. 19, 1955, p.186)
Appl. author: Bennett & Northrop,
Inc. © 16Nov55; KK112407.

It's time to change to Evans casuals,
color-keyed to the new season.
Men's shoes. (In Esquire, Oct.
1955, p.32) Appl. author: Ben-
nett & Northrop, Inc. © 12Sep55;
KK109976.

Men love them and wear them, and
Christmas is coming. Evans, hand
turned, slippers. (In Life,
Nov. 28, 1955, p.145) Appl. au-
thor: Bennett & Northrop, Inc.
© 28Nov55; KK112248.

EVANS & BRISEBOIS. ©

Ad-maker furniture advertising and
promotion service. Appl. author:
Leslie A. Brisebois.

Mar. 1955. © 1Mar55; KK108861.

Apr. 1955. © 1Apr55; KK110055.

May 1955. © 1May55; KK110056.

Continental furniture advertising
service. Appl. author: Leslie A.
Brisebois.

Mar. 1955. © 1Mar55; KK108860.

Apr. 1955. © 1Apr55; KK110050.

May 1955. © 1May55; KK110051.

E and B furniture service. Appl.
author: Leslie A. Brisebois.

Mar. 1955. © 1Mar55; KK109127.

Apr. 1955. © 1Apr55; KK110053.

May 1955. © 1May55; KK110054.

The new Chainway advertising mat
service for furniture stores.
Appl. author: Leslie A. Brisebois.

Mar. 1955. © 1Mar55; KK108862.

Apr. 1955. © 1Apr55; KK110052.

May 1955. © 1May55; KK110057.

3 star day and night sale. Home
furnishings. Sheet. Appl. au-
thor: Leslie A. Brisebois.
© 2Sep55; KK110049.

EVERSON MANUFACTURING CORP. ©
Chlorine gas control equipment.
SterElators, by Everson. Bulletin
no. 3151. Sheet. Appl. author:
Roy Blair Everson. © 27Jun55;
KK108919.

EXECUTIVE JOB COUNSELORS, INC. ©
Do you know your success pattern?
(In The New York times, May 15,
1955, financial section, p.12F)
Appl. author: Mann-Ellis, Inc.
© 15May55; KK108591.

EXECUTONE, INC. ©
I got along all these years without
intercom, why should I get it now?
(In Nation's business, Oct. 1955,
p.11) Appl. author: The Joseph
Katz Co. © 10Oct55; KK112725.

Whatever your reasons for using in-
tercom, you're entitled to these
Executone extras. (In Dun's re-
view & modern industry, Oct. 1955,
p.63) Appl. author: The Joseph
Katz Co. © 10Oct55; KK112724.

**EXPLOSIVES DEPT., E. I. DU PONT DE
NEMOURS & CO., INC. SEE Du Pont de
Nemours (E. I.) & Co., Inc.**

F

**FCA SERVICE DIVISION, HODES-DANIEL CO.,
INC. SEE Hodes-Daniel Co., Inc.**

FAIRMONT RAILWAY MOTORS, INC. ©
Fairmont M19 series AA inspection
motor car. Bulletin 677A. 8 p.
Appl. author: R. B. Evans.
© 28Jun55; KK108693.

Fairmont W84, series B, hydraulic
spike puller. Bulletin 693A.
4 p. Appl. author: R. B. Evans.
© 26Aug55; KK110574.

Fairmont W87 series B tie bed scar-
ifier. Railroad maintenance e-
quipment. Bulletin 714. Folder.
Appl. author: R. B. Evans.
© 14Dec55; KK112681.

FAIRYMAID.
The whole town is talking about no
more winding thread from spool to
bobbin ... Fairymaid Bobbets of
thread. Mail folder. © Louise
Galbreath d.b.a. Fairymaid;
20Jun55; KK109301.

FALLS CITY BREWING CO. ©
When folks say, Give me a City,
that's me, Falls City beer.
© 23Jun55; KK109579.

FAMILY CIRCLE, INC. ©
Prevue plan: Show house on a tight
budget. House plans. Folder.
© 29Sep55; KK112679.

Prevue plan: The Western dream
ranch. House plans. Folder.
© 25Aug55; KK111867.

Prevue plan: There's a bonus in two-
level living. House plans.
Folder. © 27Oct55; KK111866.

Prevue plans: 2 under \$10,000
houses. Folder. © 30Jun55;
KK112153.

FARRINGTON MANUFACTURING CO. ©
The greatest case on earth, Farring-
ton's spectacular, Jumbo. Jewel
cases. (In Vogue, Nov. 15, 1955,
p.160) © 15Nov55; KK112097.

Modeled for moderns. Farrington
jewel cases. (In Glamour, Nov.
1955, p.52) © 20Oct55; KK111300.

They're Farrington jewel cases, the
finest, of course. [Endorsed by]
Marla English. (In The New Yorker,
Dec. 3, 1955, p.180) © 1Dec55;
KK112296.

To a slick chick from Saint Nick,
your very own Farrington jewel
case. [Endorsed by] Marla English.
(In Seventeen, Dec. 1955, p.118)
© 1Dec55; KK112301.

FEBCO, INC. ©
Handbook: cross connection control.
Valves. Written by Edwin Reinecke.
31 p. © 12Jul55; KK109664.

FEDERAL DEPARTMENT STORES. ©
Announcing Federal's security plan.
Clothing, furniture, jewelry &
appliances. 20 p. © 23Aug55;
KK109870.

Announcing Federal's security plan.
Clothing, jewelry, furniture, ap-
pliances, etc. Folder.
© 5Oct55; KK111063.

Now at Federal Dept. Stores at no
extra cost to you. Announcing
Federal's security plan. Con-
tinuous buying power. Clothing,
furniture, jewelry, appliances,
etc. Sheet. © 21Sep55; KK110435.

FEDERAL EMPLOYEES' NEWS DIGEST. ©
Your leave chart for 1956. Sheet.
© 2Dec55; KK112281.

FEDERAL STATIONERY CO.
Catalog, stationery, office supplies,
for efficiency in the office.
354 p. © Federal Stationery Co.
& Carpenter Paper Co.; 3Jan55 (in
notice: 1954); KK111874.

FENNELL, T. A.
Orchid Jungle, where every lady gets
an orchid; world's largest outdoor
orchid garden. Card. © Thomas
Anderson Fennell; 3Jul55;
KK109038.

**FERGUSON DIVISION, MASSEY-HARRIS-
FERGUSON, INC. SEE Massey-Harris-
Ferguson, Inc.**

FERREL, G. W.
Ferrel sinus remedy. 2 fluid ounces.
Label. © Gerald Wellington Fer-
rel; 17Sep55; KK110551.

FERTILENE CORP. OF AMERICA. ©
Fertilene complete Liquid Fertilizer,
15 - 10 - 5. Net weight 578 lbs.
Label. Appl. author: Edwin J.
Frank. © 1Sep55; KK111025.

Fertilene, Liquid Fertilizer con-
centrate. Contents 1 pint. Label.
Appl. author: Edwin J. Frank.
© 10Nov55; KK112892.

FIALA, GEORGE. ©
Masquerade genuine professional
make-up kit. Topstone Rubber Toys
Co. Label. © 1Jul55; KK108661.
Masquerade Indian make-up kit. Top-
stone Rubber Toys Co. Label.
© 1Jul55; KK108660.

FIBREBOARD PRODUCTS, INC. ©
Fibreboard supplies the finest Pure-
Pak milk containers. Design no.
D-10-SJ. Label. Appl. author:
Brisacher, Wheeler & Staff.
© 15Oct55; KK111375.

**FIELD CONTROL DIVISION, H. D. CONKEY &
CO. SEE Conkey (H. D.) & Co.**

**FIELD (MARSHALL) & CO. SEE Marshall
Field & Co.**

**FILTER PRODUCTS DIVISION, JOHNSON &
JOHNSON. SEE Johnson & Johnson,
Chicago.**

FILTROS, INC. ©
Pump protection is easy with the
model B, Flo-Clear, water filter.
Folder. Appl. author: Robert E.
Wright. © 10Nov55; KK112378.

**FINELINE, a division of W. A. SHEAFFER
PEN CO. SEE Sheaffer (W. A.) Pen
Co.**

FIRE-PAK MANUFACTURING CO.
When seconds count, Fire-Pak, dry
chemical, fire extinguisher. Con-
tents 28 oz. net. Label.
© James M. Dudley d.b.a. Fire-Pak
Manufacturing Co.; 6Jun55;
KK109404.

FIRESTONE INDUSTRIAL PRODUCTS CO. ©
4 sound-sleep reasons why you'll
rest better, wake up refreshed on
a pillow of Firestone Foamex:
always restful, always shapely,
always healthful, always cool.
(In Good housekeeping, Aug. 1954,
p.133) © 1Aug54; KK110250.

FIRESTONE PLASTICS CO. ©
Winners in looks and long wear,
they're all made of Firestone
Velon. (In The Saturday evening
post, June 11, 1955, p.48)
© 8Jun55; KK112780.

FIRESTONE TIRE & RUBBER CO. ©
Choose the choice of champions ...
Firestone, the only tires made that
are safety proved ... (In Look,
June 29, 1954, p.6-7) © 29Jun54;
KK109454.

For super-traction and extra safety
... equip your car with new all-
season, Firestone Town & Country.
(In Life, Nov. 1, 1954, p.40-41)
© 1Nov54; KK109462.

Money saving values for all the
family, now on sale at Firestone.
Tires, bicycles, home & auto sup-
plies. (In Life, May 17, 1954,
p.74-75) © 17May54; KK109463.

A new day is dawning for the car
owners of America ... Firestone
De Luxe Champion Tubeless tires.
(In The Saturday evening post,
Oct. 2, 1954, p.60-61) © 20Oct54;
KK110071.

New Firestone super all traction
tires keep trucks rolling regard-
less of weather or road. (In
Farm journal, Oct. 1954, p.15)
© 10Oct54; KK109453.

Now is the time to winter-sure your
car at Firestone. Tires & auto
supplies. (In The Saturday eve-
ning post, Oct. 10, 1953, p.52-53)
© 10Oct53; KK108482.

Save more on your farm tire costs,
buy Firestone deep tread ground
grips. (In The Progressive farmer,
Oct. 1954, p.9) © 10Oct54;
KK109321.

Winter-sure your car at Firestone.
Town & Country, the amazing Fire-
stone tire ... (In The Saturday
evening post, Nov. 27, 1954, p.58-
59) © 27Nov54; KK109326.

You get new tire pulling power for
as little as 1/2 new tire price
with Firestone factory-method new
treads. (In The Progressive
farmer, Nov. 1954, p.9) © 1Nov54;
KK109320.

You save on truck tire costs with
the Firestone Champion heavy duty.
Firestone super all traction ...
(In Farm journal, May 1954, p.67)
© 1May54; KK109325.

**FIRST FEDERAL SAVINGS & LOAN ASSN.,
KANSAS CITY, MO. ©**
Meet your friend, Mr. Foresight. He
saves for the things he wants ...
(In The Kansas City star, Oct. 2,
1955, p.21A) Appl. author: R. J.
Potts-Calkins & Holden, Inc.
© 20Oct55; KK111199.

FISCHER, H. A.
Kwik Aged. Contents 1 gal. Meat
tenderizer. Label. © Henry
Adolph Fischer; 10Sep55; KK111496.

- Kwik Aged concentrate.** Contents 1 qt. Meat tenderizer. Label. © Henry Adolph Fischer; 10Sep55; KK111495.
- FISHER FLOURING MILLS CO. ©**
Dear Jean: I got a snap of Gwen at our scone party. Fisher's scone mix. Appl. author: Trevor Evans. © 20Oct55; KK112485.
- FISHLOVE (H.) & CO. ©**
The better the display, the more you sell. Skipper & Scamp, mysterious, magnetic novelties ... Instructions for electrical display. Sheet. Appl. author: I. Fishlove. © 16Aug55; KK109340.
- Instructions for setting up display of fisherman toy. Sheet. Appl. author: I. Fishlove. © 1Dec54; KK109151.
- Miss Blue Eyes.** Doll. Display card. Appl. author: I. Fishlove. © 27Jun55; KK108798.
- Oriental tableware.** Box containing miniature chopsticks. No.670. Label. Appl. author: Charles Ising. © 4Aug55; KK110592.
- Scotch wrist watch.** Egg timer attached to a watch strap. No. 668. Label. Appl. author: Joseph Kolar. © 1Mar55; KK110591.
- FITZGIBBONS BOILER CO., INC. ©**
The Fitzgibbons Boiler 400 series, most economical in fuel. Catalog 400-10-2. Folder. © 20Jun55; KK108243.
- Fitzgibbons 770 series boiler-burner units.** Catalog 770-10-3. Folder. © 1Jun55; KK109072.
- Fitzgibbons 770 series boiler-burner units.** Catalog 770-10-3. Folder. © 30Jun55; KK108899.
- 5-WAY COFFEE FASHION.**
Four servings, 5-Way instant coffee fashion with instant cream & sugar. Label. Appl. author: Edwin L. Thoma. © 5-Way Coffee Fashion, a partnership composed of Edwin L. Thoma & Mabel V. Thoma; 18Nov55; KK112181.
- FLANAGAN, DANIEL D. ©**
Blarney Stone fine foods, liquors. Label. © 13Oct55; KK110941.
- FLORENCE, FRED F.**
Should your child be a banker? SEE New York Life Insurance Co.
- FLORIDA MUSHROOM CO. ©**
Dixie Dawn, fresh hot house mushrooms. Net weight 5 oz. Label. Appl. author: Joseph M. Cerniglia. © 15Aug55; KK110334.
- FOODS PLUS, INC. ©**
Vitamins for your health. 31 p. © 30Oct55; KK110902.
- FORD DIVISION OF FORD MOTOR CO. SEE**
Ford Motor Co.
- FORD MOTOR CO. ©**
Blades for Ford tractors. AD-6145. Folder. © 18Jul55; KK112781.
- FoMoCo Lifeguard, Jr.** rear door safety lock; instruction sheet. © Ford Division of Ford Motor Co.; 1Dec55; KK112673.
- Ford Moldboard plows** give you clean plowing in a wide variety of plowing conditions. Folder. © 5Oct55; KK111113.
- Ford special utility tractors.** cModel 620, model 630, model 820; Folder. © 5Jul55; KK108576.
- Give yourself a break with a Ford economy plow.** DXM-6194. Folder. © 17Nov55; KK112782.
- Installation instructions for FoMoCo brake linings for 1949-56 Ford passenger cars and F1, F-100 trucks.** Form FD7174-A. Folder. © 19Sep55; KK111114.
- New, Ford, rear attached, mower, for all Ford tractors ...** Sheet. © 5Oct55; KK111112.
- Side mounted mowers for Ford 4-wheel tractors, for fast, clean mowing on any kind of job.** AD-6114. Sheet. © 19Jul55; KK112783.
- FOREST & FIRESIDE PRODUCTS. ©**
Forest fragrance, decorative charm in your home for Christmas. Evergreens. Folder. Appl. author: Hans Jungster. © 15Oct55; KK111369.
- FOREST LAWN MEMORIAL-PARK ASSN., INC. ©**
Forest Lawn Memorial-Park certificate of credit. © 6May55; KK109088.
- It's a great comfort to know Forest Lawn undertaking costs no more, low as \$70.** (In Glendale news-press, Glendale, Calif., July 11, 1955, p.10A) © 11Jul55; KK111707.
- It's a great comfort to know Forest Lawn undertaking does everything.** (In The Independent, Glendale, Calif., July 17, 1955, section 1, p.2) © 17Jul55; KK111708.
- A special service for you by the Forest Lawn flower shop.** 7 p. © 1Jul55; KK111710.
- When you can't face the details, turn to the one place that does everything.** (In The Independent, Glendale, Calif., July 10, 1955, section 1, p.3) © 10Jul55; KK111709.
- FORMULA CONTROLS, INC. ©**
Scientifically washed. A formula controlled laundry. Label. Appl. author: Herman Grimson. © 15Aug55; KK109899.
- FORREST PRODUCTS CO.**
Bowler's hand conditioner ... superb for pool and billiard players. Powder. Label. © Forrest E. Roof d.b.a. Forrest Products Co.; 18Jul55; KK109152.
- F R 5, deodorant foot powder.** Net weight 2 oz. Label. © Forrest E. Roof d.b.a. Forrest Products Co.; 18Jul55; KK109153.
- Hand conditioner, keeps hands cool and dry ...** Label. © Forrest E. Roof d.b.a. Forrest Products Co.; 5Aug55; KK112076.
- FORSTMANN WOOLEN CO. ©**
Look for this label, it identifies the finest knitwear in the world. Forstmann's first collection of cashmere sweaters. (In Vogue, Sept. 15, 1955, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 15Sep55; KK111786.
- Look for this label, it identifies the finest knitwear in the world.** Forstmann's wonderful new cashmeres. (In Vogue, Nov. 1, 1955, p.22) Appl. author: Monroe F. Dreher, Inc. © 1Nov55; KK111788.
- Look for this label, it identifies the finest knitwear in the world.** Have you seen and touched Forstmann's new sweaters of superfine wool? (In Mademoiselle, Oct. 1955, p.45) Appl. author: Monroe F. Dreher, Inc. © 29Sep55; KK111787.
- Look for this label, it identifies the finest woolens in the world.** [Gray] suit of Forstmann's fine worsted flannel [yellow] coat in deep textured fleece. (In Life, Oct. 31, 1955, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 28Oct55; KK111785.
- Look for this label, it identifies the finest woolens in the world.** Oriola in cornflower blue is the fabric of the costume illustrated. (In Life, Sept. 5, 1955, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 2Sep55; KK111783.
- Look for this label, it identifies the finest woolens in the world.** Pearlana in carnation red is the fabric of the coat illustrated. (In Life, Oct. 10, 1955, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 7Oct55; KK111784.
- New, sweaters of superfine wool, by Forstmann.** (In Charm, Aug. 1955, p.24) Appl. author: Monroe F. Dreher, Inc. © 22Jul55; KK112400.
- FOUGERA (E.) & CO., INC. ©**
In skin disorders backed by clinical evidence. Wright's liquor carbonis detergens. Pharmaceutical. Post card. © 16May55; KK109103.
- In skin disorders patients prefer Wright's liquor carbonis detergens.** Pharmaceutical. Post card. © 18Jul55; KK109105.
- In skin disorders physicians increasingly prescribe Wright's liquor carbonis detergens.** Pharmaceutical. Post card. © 5Jul55; KK109106.
- In skin disorders time-tested coal tar therapy.** Wright's liquor carbonis detergens. Pharmaceutical. Post card. © 5Jul55; KK109104.
- FRAM CORP. ©**
Fram Clean Oil Month dealer, fall 1955, wholesalers record. Fram filters & cartridges. Card. Appl. author: Lester F. Barnes. © 4Aug55; KK111328.
- Fram oil filter cartridge installation manual.** 35 p. Appl. author: Lester F. Barnes. © 4Aug55; KK111499.
- Headquarters, Clean Oil Month.** Fram filters. Poster. Appl. author: Lester F. Barnes. © 4Aug55; KK111325.
- An important message from Diamond T ...** Fram filters. Folder. Appl. author: Lester F. Barnes. © 12Sep55; KK111327.
- There's plenty of sales punch and power in these Fram Clean Oil Month windows.** Filter cartridges. Sheet. Appl. author: Lester F. Barnes. © 4Aug55; KK111324.
- You can increase your Fram sales by 10 % for the remainder of '55.** Filters & cartridges. Folder. Appl. author: Lester F. Barnes. © 12Sep55; KK111329.
- You're on the team that has everything.** Fram filters. Folder. Appl. author: Lester F. Barnes. © 4Aug55; KK111326.
- FRANCO-ITALIAN PACKING CO. ©**
Petuna brand, hi-protein, all tuna red meat, pet food. Contents 6 oz. avoirdupois. Label. Appl. author: Gerry Mertens. © 30Nov55; KK112477.
- FRANK C. MEYER CO., INC. SEE**
Meyer (Frank C.) Co., Inc.
- FRANTZ MANUFACTURING CO. ©**
Frantz, the overhead garage door that opens with Glide-O-Matic action. (In Practical builder, Nov. 1954, p.28) © 10Nov54; KK109071.

FREASE, H. F.

Sky Frames, cubist sculpture, put to use. Sky Frame lighted shelf unit. Sheet. © Hurxthal Field Frease; 2May55; KK108923.

FRED LINN ADVERTISING. SEE Linn (Fred) Advertising.

FREDERICK (R. A.) CO., INC. ©

Presto butter cutter cuts 18 slices to quarter pound. Label. Appl. author: Willard H. Buschman. © 1Mar55; KK112814.

Presto cheese slicer slices thick, medium or thin. Label. Appl. author: Willard H. Buschman. © 1Mar55; KK112817.

Presto egg slicer slices diagonally, crosswise [and] lengthwise. Label. Appl. author: Willard H. Buschman. © 1Mar55; KK112816.

Presto french fry cutter cuts a whole potato at one time. Label. Appl. author: Willard H. Buschman. © 1Mar55; KK112815.

FRIDEN CALCULATING MACHINE CO., INC. ©

The Friden is your precision tool for figure-work. (In Time, Aug. 8, 1955, p.65) Appl. author: J. Walter Thompson Co. © 4Aug55; KK109278.

In the world of finance and investment, in a range of sizes and prices meeting all figuring needs, Friden, the thinking machine of American business. (In Time, Oct. 10, 1955, p.109) Appl. author: J. Walter Thompson Co. © 6Oct55; KK110947.

FRIEND, BENJAMIN, EUGENE L. FRIEND & MOLLIE FRIEND composing the firm HOWARD'S CLOTHING CO. SEE Howard's Clothing Co.

FRIEND, EUGENE L., MOLLIE FRIEND & BENJAMIN FRIEND composing the firm HOWARD'S CLOTHING CO. SEE Howard's Clothing Co.

FRIEND, MOLLIE, BENJAMIN FRIEND & EUGENE L. FRIEND composing the firm HOWARD'S CLOTHING CO. SEE Howard's Clothing Co.

FRISARD, EMILE L.

Tiny tablet brings new hope for asthma victims ... SEE Whitehall Pharmacal Co.

Your health. SEE Whitehall Pharmacal Co.

FRONTIER FOODS CORP. ©

Delicious, sugarless Flav-r Straws, exciting new way to flavor milk as you sip. Imitation chocolate flavor. 12 ... straws. Sales containers. © 11Nov55; KK111896.

Exciting new way to flavor milk as you sip. Delicious, sugarless, Flav-r Straws, the flavor's in the straw. Imitation chocolate flavor. 12 magic straws. Shipping containers. © 11Nov55; KK111884.

FRONTIERS, INC. ©

Brave Eagle insignia. Consumer goods. Label. © Roy Rogers Enterprises, a division of Frontiers, Inc.; 15Jul55; KK109837.

Roy Rogers Double R Bar ranch. Post cereals. Mail folder. © 27Apr55; KK108946.

FUL DOG DINNER DIVISION, EUREKA MILLS, INC. SEE Eureka Mills, Inc.

FUSANO (CRISTO) & SONS. ©

San Fernando Valley brand, large, California ripe olives. Drained weight 9 oz. Label. Appl. author: Gerald P. Mertens. © 20Feb53; KK110937.

G

G. H. P. CIGAR CO. ©

Brother, you never had it so mild. Blunt, 2 for 25¢; El Producto. (In Buffalo evening news, Apr. 27, 1955, section 6, p.84) Appl. author: Norman, Craig & Kummel, Inc. © 27Apr55; KK109329.

Brother, you never had it so mild. Bouquet, 2 for 25¢; El Producto. (In Buffalo evening news, Apr. 13, 1955, section 4, p.68) Appl. author: Norman, Craig & Kummel, Inc. © 13Apr55; KK109331.

Brother, you never had it so mild. Corona, 3 for 50¢; El Producto. (In Buffalo evening news, Apr. 6, 1955, section 4, p.62) Appl. author: Norman, Craig & Kummel, Inc. © 6Apr55; KK109333.

Brother, you never had it so mild. Escepcionales, 25¢; El Producto. (In Buffalo evening news, Mar. 30, 1955, section 4, p.69) Appl. author: Norman, Craig & Kummel, Inc. © 30Mar55; KK109332.

Brother, you never had it so mild. Queens, 25¢ ... El Producto. (In Buffalo evening news, May 25, 1955, section 6, p.77) Appl. author: Norman, Craig & Kummel, Inc. © 25May55; KK109330.

Brother, you never had it so mild. Varsity Panetela, 2 for 25¢; El Producto. (In Buffalo news, May 11, 1955, p.76) Appl. author: Norman, Craig & Kummel, Inc. © 11May55; KK109317.

Golly, what else would I smoke, but La Palina, the mildest cigar in history. (In Tobacco record, Oct. 1955, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 15Oct55; KK111696.

GABRIEL (SAMUEL) SONS & CO. ©

American history bingo with magic slate. T266:200. Game. Label. Appl. author: Joan Kramer. © 23Apr55; KK108938.

Annie Oakley sparkle picture craft. Child's sewing set. T188:100. Label. Appl. author: Alton S. Tobey. © 10Feb55; KK108942.

Automobile, stand up lotto; game. T241. Label. Appl. author: Len A. Ranko. © 12Jul55; KK111871.

Betsy McCall, biggest paper doll. D90:200. Label. Appl. author: Alton S. Tobey. © 3May55; KK108940.

Climb the world's highest mountain. Mt. Everest, exciting, colorful, 3 dimensional game. T468. Label. Appl. author: Gustave Schrotter. © 8Sep55; KK112971.

Familiar objects; 6 inlay puzzles with frames and trays. P-174. Label. Appl. author: Mary Gerard. © 20Jul55; KK112972.

Familiar pets; 6 inlay puzzles with frames and trays. P-175. Label. Appl. author: Mary Gerard. © 20Jul55; KK112973.

My first inlay puzzles; 6 puzzles with frames and trays. P-176. Label. Appl. author: Mary Gerard. © 20Jul55; KK112974.

The new action-packed game, Harpoon. T-456. Label. Appl. author: Angelo Longo. © 20Jul55; KK111868.

A new follow the dot activity, Surprise sew cards. T170. Label. Artist: Annabelle Forsch. © 12Jul55; KK112976.

Number fun, the family game. T367. Label. Appl. author: Gustave Schrotter. © 12Jul55; KK112977.

Pets & animals, stand up lotto; game. T242. Label. Appl. author: Len A. Ranko. © 12Jul55; KK111870.

Pinky Lee paint set. T198:100. Label. Appl. author: Gustav Schrotter. © 23Apr55; KK108941.

Ralph Edwards' original Truth or Consequences, the funniest party game of all. T331. Label. Appl. author: Angelo Longo. © 20Jul55; KK112975.

Ramar of the Jungle blow gun game. T265. Label. Appl. author: James Caraway. © 10Feb55; KK108939.

Ships & boats, stand up lotto; game. T240. Label. Appl. author: Len A. Ranko. © 12Jul55; KK111869.

GAGNE (A. F.) JR. ASSOCIATES. ©

Trans-Vue, a portable, fluorescent-illuminated tracing scope. Sheet. Appl. author: Antoine F. Gagne. © 1Aug55; KK110359.

GALA FOODS DIVISION, NOREX HANDELS IMPORT & EXPORT A/S. SEE Norex Handels Import & Export A/S.

GALBREATH, LOUISE d.b.a. FAIRYMAID. SEE Fairymaid.

GALEF (J. L.) & SON, INC. ©

Genuine Hollywood anamorphic wide screen home movies and slides using your present equipment. Vistascope products. (In U. S. camera, Nov. 1955, p.23) © 25Sep55; KK111478.

Here's why you will want to apply for a Vistascope Anamorphic lens authorized dealership now. (In Photo dealer, Sept. 1955, p.37) © 20Sep55; KK111248.

GALLAGHER, JAMES J., sole owner, UNIVERSAL SERVICE. SEE Universal Service.

GASBERG, HARRY.

Knows all, reveals all ... Let the gypsy tell your fortune. Printed paper fortunes. Sheet. © Harry A. Gasberg; 21Jun55; KK108369.

GAY PRODUCTS, INC. ©

Gay Products created for lasting beauty. Furniture. Folder. Appl. author: Roy Arthur Workman. © 15Oct55; KK111723.

GAYLORD PRODUCTS, INC. ©

Win an 11-day, expense-free vacation for two in Hawaii or one of 35 other prizes. Gayla Hold-Bob ... bobby pin. (In Motion picture & television magazine, Apr. 1954, p.13) © 1Apr54; KK109353.

GELB, LEO. ©

B-18 or B-gone. Alcoholic liquors. Poster. © 20Dec55; KK112810.

B 21 or gone. Alcoholic liquors. Poster. © 1Dec55; KK112294.

GENERAL ANILINE & FILM CORP.

Ansco x-ray film time-temperature developing chart for use with Liquadol developer. Card. Appl. author: Harry Panko. © Ansco, a division of General Aniline & Film Corp.; 28Sep55; KK111738.

GENERAL BAKING CO. ©

Bond brown'n serve enriched rolls. Net weight 13 oz. Label. © 22Oct55; KK112954.

Bond, quick, delicious, ready to bake biscuits. Net wt. 6 ozs. Label. © 31Oct55; KK111853.

GENERAL COSMETICS CORP. ©

New, for the millions who prefer a cream deodorant, Key cream deodorant. Full 6-month's supply. Label. © 21Jul55; KK109752.

GENERAL DEVICES, INC. ©

Application engineered, high speed, multi contact, sampling switches. Catalogue no. GD5-55A. Folder. Appl. author: John Francis Brinster. © 16May55; KK108784.

GENERAL ELECTRIC CO. ©

Flora explains how more than 800 G-E ballast service centers help you save lighting dollars. 401-16. Sheet. © 20Jun55; KK110086.

Flora shows you how General Electric ballast design leadership helps you save lighting dollars. 401-15. Sheet. © 24May55; KK110087.

Flora shows you why General Electric ballasts last 50 % longer, help you save lighting dollars. 401-10. Sheet. © 23Mar55; KK109921.

Flora shows you why new G-E ballast is 28 % smaller, 33 % lighter; helps you save lighting dollars. 401-17. Sheet. © 22Jul55; KK110088.

Q. What fits like a tailored glove?
A. G-E lamp-matched ballasts.
GED-2558. Folder. © 11Jul55;
KK109175.

GENERAL FOODS CORP. ©

At your grocer's, big Birds Eye touchdown sale. Frozen foods. (In Better living (Central ed.), Oct. 1955, p.10) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK111217.

Best news for dogs, since cats. New Gaines dog biscuits; 6 tasty flavors, 6 playful shapes ... (In Buffalo courier express, July 10, 1955, comic section, p.4) Appl. author: Benton & Bowles, Inc. © 10Jul55; KK110429.

Best news for dogs, since cats. New, special introductory offer, 15¢ off, at your grocer's now. Gaines dog biscuits, 6 tasty flavors. (In Buffalo evening news, June 30, 1955, section 3, p.46) Appl. author: Benton & Bowles, Inc. © 30Jun55; KK110426.

Better buy Birds Eye French fries. Frozen foods. (In Kansas City star, Kansas City, Mo., July 7, 1955) Appl. author: Young & Rubicam, Inc. © 7Jul55; KK109421.

Better buy Birds Eye French fries. Frozen foods. (In Kansas City star, Kansas City, Mo., July 7, 1955) Appl. author: Young & Rubicam, Inc. © 7Jul55; KK109850.

Birds Eye, oceans of values. New, try the best-tasting new fish dish. Frosted foods. (In Boston traveler, Nov. 10, 1955, p.33) Appl. author: Young & Rubicam, Inc. © 10Nov55; KK112698.

Birds Eye orange juice ... [Girl standing on can & writing on blackboard] (In Kansas City star, Kansas City, Mo., July 7, 1955) Appl. author: Young & Rubicam, Inc. © 7Jul55; KK109420.

Birds Eye orange juice. Newest summer cooler, Birds Eye orange mist. (In Danbury news-times, Danbury, Conn., Aug. 4, 1955, p.2) Appl. author: Young & Rubicam, Inc. © 4Aug55; KK110510.

Birds Eye orange juice tastes right off the tree, try it and see. (In The Kansas City star, Kansas City, Mo., Apr. 14, 1955, p.10) Appl. author: Young & Rubicam, Inc. © 14Apr55; KK108502.

Birds Eye touchdown promotion offers big new sales goal. Big Birds Eye touchdown sale. Frosted foods. (In Frosted food field, Oct. 1955, p.7) Appl. author: Young & Rubicam, Inc. © 10Oct55; KK112699.

Bireley's refreshes, but never talks back because it's non-carbonated. Boy and girl [bottle] Beverage. Poster. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 25Jul55; KK111070.

Bireley's refreshes, but never talks back because it's non-carbonated. Two ladies. Beverage. Poster. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 25Jun55; KK111386.

Bireley's refreshes, but never talks back because it's non-carbonated. [Two men] Beverage. Poster. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 25May55; KK111387.

Certified grocers of California, Birds Eye salutes you. Birds Eye frosted foods. (In Quick frozen foods, Aug. 1955, p.126) Appl. author: Young & Rubicam, Inc. © 10Aug55; KK112697.

Coming up, the biggest event in frozen foods history. Sale, Birds Eye circus of values. (In Quick frozen foods, Apr. 1955, p.9) Appl. author: Young & Rubicam, Inc. © 10Apr55; KK108509.

Costs no more, but tastes like more. Better buy Birds Eye orange juice. (In Kansas City star, Kansas City, Mo., Apr. 14, 1955) Appl. author: Young & Rubicam, Inc. © 14Apr55; KK108503.

Every orange must meet Birds Eye's high standards; so, better buy Birds Eye orange juice. (In Kansas City star, Kansas City, Mo., Apr. 21, 1955, p.6) Appl. author: Young & Rubicam, Inc. © 21Apr55; KK108508.

Fresh-squeezed, fresh-frozen, fresh, fresh-tasting. Better buy Birds Eye. (Get the orange juice) (In The Kansas City star, Kansas City, Mo., Apr. 14, 1955, p.27) Appl. author: Young & Rubicam, Inc. © 14Apr55; KK108506.

Fresh squeezed from top-of-the-crop oranges. Better buy Birds Eye orange juice. (In Kansas City star, Kansas City, Mo., Apr. 14, 1955, p.22) Appl. author: Young & Rubicam, Inc. © 14Apr55; KK108507.

Get the orange juice with the sunny flavor, Birds Eye. (In The Kansas City star, Kansas City, Mo., Apr. 14, 1955, p.28) Appl. author: Young & Rubicam, Inc. © 14Apr55; KK108505.

Greetings from Birds Eye to all our good friends of the Red & White store group. Birds Eye frosted foods. (In Hannaford howler, Portland, Me., Sept. 19, 1955, p.B-2) Appl. author: Young & Rubicam, Inc. © 19Sep55; KK112696.

Hickety-Pickety, my black hen ... Jell-O. (In The Saturday evening post, Sept. 10, 1955) Appl. author: Young & Rubicam, Inc. © 7Sep55; KK112116.

Insist on Birds Eye orange juice squeezed from the grandest oranges in the grove. (In Kansas City star, Kansas City, Mo., Apr. 7,

1955, p.12) Appl. author: Young & Rubicam, Inc. © 7Apr55; KK108504.

It costs no more to buy the best. Birds Eye fruits and vegetables. (In Orlando sentinel, Orlando, Fla., July 28, 1955, p.24) Appl. author: Young & Rubicam, Inc. © 28Jul55; KK110509.

It costs no more to buy the best. Birds Eye fruits and vegetables. (In Pittsburgh press, June 30, 1955) Appl. author: Young & Rubicam, Inc. © 30Jun55; KK109418.

Jack be nimble, Jack be quick, jumping for Jell-O's a worth-while trick. (In Life, Oct. 17, 1955, p.131) Appl. author: Young & Rubicam, Inc. © 13Oct55; KK111632.

Jack Spratt could eat no fat, his wife could eat no lean, but both could eat more Jell-O than anyone you've seen. (In The Saturday evening post, July 16, 1955, p.13) Appl. author: Young & Rubicam, Inc. © 13Jul55; KK109416.

New tricks and treats with chocolate. Baker's ... Folder. © Walter Baker Division, General Foods Corp.; 4Nov55; KK112081.

The Queen of Hearts, she made some tarts. It took her the whole afternoon ... Jell-O. (In The Saturday Evening post, July 2, 1955, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 29Jun55; KK109417.

Rub-a-dub-dub, three men in a tub ... Jell-O. (In The Saturday evening post, Oct. 8, 1955, p.44) Appl. author: Young & Rubicam, Inc. © 5Oct55; KK111633.

Said Little Miss Muffet on top of her tuffet ... Jell-O. (In Life, Aug. 15, 1955, p.83) Appl. author: Young & Rubicam, Inc. © 11Aug55; KK111215.

Save 5¢ on Birds Eye orange juice ... [Boy on top of can with hand on box] (In Kansas City star, Kansas City, Mo., July 7, 1955) Appl. author: Young & Rubicam, Inc. © 7Jul55; KK109423.

Save 5¢ on Birds Eye orange juice ... [Girl holding nickel near slot in can] (In Kansas City star, Kansas City, Mo., July 7, 1955) Appl. author: Young & Rubicam, Inc. © 7Jul55; KK109419.

There was an old woman who lived in a shoe ... Jell-O. (In Woman's home companion, Sept. 1955, p.11) Appl. author: Young & Rubicam, Inc. © 18Aug55; KK111214.

Use coupon inside box of Birds Eye French fries. (In Kansas City star, Kansas City, Mo., July 14, 1955) Appl. author: Young & Rubicam, Inc. © 14Jul55; KK109422.

You'll cheer this all Birds Eye line. Frozen foods. (In Better living, Oct. 1955, p.11) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK111218.

GENERAL MILLS, INC. ©

Betty Crocker chocolate devils food cake mix. Series no.20-A. 1 lb. 4 oz. net wt. Label. © 9Jun55; KK110095.

Betty Crocker chocolate malt cake mix. Series no.1-A. 1 lb. 4 oz. net wt. Label. © 25May55; KK109369.

Betty Crocker honey spice cake mix. Series no.9-A. 1 lb. 4 oz. net wt. Label. © 16Jun55; KK109366.

GENERAL MILLS, INC. © Cont'd.

Betty Crocker marble cake mix.
Series no.5-A. 1 lb. 4 oz. net
wt. Label. © 8Jun55; KK109365.

Betty Crocker peanut delight cake
mix. Series no.1-A. 1 lb. 4 oz.
net wt. Label. © 25May55;
KK109370.

Betty Crocker pick-a-pack. Series
no.33. Net wt. 9 1/2 oz. Cereal.
Label. © 31May55; KK110381.

Betty Crocker white cake mix.
Series no.10-A. 1 lb. 4 oz. net
wt. Label. © 24May55; KK109367.

Betty Crocker yellow cake mix.
Series no.10-A. 1 lb. 4 oz. net
wt. Label. © 24May55; KK109368.

Corn Kix, new high puff. Series
Nos.77-A - 77-D. New wt. 9 oz.
Cereal. 4 labels. © 23May55;
KK110382-110385.

Wheaties, Breakfast of Champions.
Series no.105A-105D. Net wt.
8 oz. Cereal. 4 labels.
© 16May55; KK110387-110389; 110386.

GENERAL PETROLEUM CORP. ©

For clear vision, Crystal Clear
windshield cleaner. Net contents
one U. S. quart. Label.
© 14Oct55; KK111779.

GEORGE, MYRTLE B. ©

Ba-bonnet. Millinery. Sheet.
© 15Sep55; KK110174.

GIDDINGS & LEWIS MACHINE TOOL CO. ©

Air-lift rotary table. Bulletin no.
A-21. Sheet. © 26Aug54;
KK110872.

Davis 8-position indexing tool hold-
er. Bulletin no.Davis 41. Sheet.
© 21Oct53; KK110873.

Giddings & Lewis Variax, variable
axis control, an automatically
controlled high speed floor type
milling machine for aircraft type
configurations. Catalog no.V-2.
31 p. © 24May55; KK110874.

New G & L power-driven 8' rotary
table. Bulletin no.A22. Sheet.
© 14Jan55 (in notice: 1954);
KK109517.

GILBERT PAPER CO. ©

Back from the road. No.3. (In
Fortune, Oct. 1955, p.208) Appl.
author: Frank C. Nahser, Inc.
© 10Oct55; KK112928.

Saturday morning at the office.
(In Fortune, June 1955, p.25)
Appl. author: Frank C. Nahser,
Inc. © 1Jun55; KK108608.

GILLETTE CO. ©

Hair do's and don'ts, by Carol
Douglas. Toni home permanents.
(In The Progressive farmer, Aug.
1954, p.87) © Toni Co., a divi-
sion of Gillette Co.; 15Jul54;
KK109774.

In a moment every other lipstick
will be old-fashioned. Soft Touch,
the revolutionary new lipstick, by
Toni. (In Chicago tribune,
July 6, 1955, p.24) © Gillette
Co., Toni Co. Division; 6Jul55;
KK109003.

New creamy From, the conditioning
home permanent. Regular for
normal hair. Contents 3 1/2 fl.
oz. Label. © Gillette Co.,
Toni Co. Division; 7Nov55;
KK112174.

New, different, complexion magic,
cleans deep, deep down where
beauty begins; new Deep Magic,
facial cleansing lotion, by Toni.
(In McCall's, Oct. 1955, p.25)
© Gillette Co., Toni Co. Division;
20Sep55; KK112172.

New ... Tip Toni, the tip curl
permanent. (In Life, Aug. 8,
1955, p.73) © Gillette Co.,
Toni Co. Division; 5Aug55;
KK110335.

New Viv Soft Touch, by Toni. Coral
[lipstick] 8603. Label. © Gil-
lette Co., Toni Co. Division;
27Jun55; KK112175.

New Viv Soft Touch, by Toni. Shadow
box. Lipstick. Label. © Gil-
lette Co., Toni Co. Division;
30May55; KK108435.

Now, 3 Gillette super-speed razors
matched to the face for superb
shaves; light, regular, heavy.
(In Life, Oct. 10, 1955, p.146-
147) Appl. author: Maxon, Inc.
© 7Oct55; KK112260.

Promote Gillette, the brand people
want to buy. Sell 'em with Gil-
lette's 1288 merchandiser. Razor
blades. (In Super market mer-
chandising, Apr. 1955, p.120)
Appl. author: Maxon, Inc.
© 1Apr55; KK112261.

Question: Is soap-and-water enough?
Answer: No. Your skin needs Deep
Magic. (Complexion quiz) Facial
cleansing lotion. (In Seventeen,
Oct. 1955, p.45) © Gillette Co.,
Toni Co. Division; 10Oct55;
KK112171.

Revolution in lipstick, in a moment
every other lipstick will be old-
fashioned. Soft Touch ... by Toni
... (In Charm, Sept. 1955, p.107)
© Gillette Co., Toni Co. Division;
22Aug55; KK110336.

Thousands of women wrote ... All
new Toni. Home permanent kits.
(In Parade, June 26, 1955, p.14-
15) © Toni Co., a division of
Gillette Co.; 26Jun55; KK108275.

Tip Toni, regular. Contents 1 1/2
fl. oz. Home permanent kit.
Label. © Gillette Co., Toni Co.
Division; 30May55; KK109775.

What a gift for your child. The
lovable Pamper lamb. Toy.
(In Parents magazine, Nov. 1955,
p.11) © Gillette Co., Toni Co.
Division; 25Oct55; KK112173.

GILMORE, V. M.

Pioneer U. S. A., 5 games in one.
Box contains: 1 deck of cards;
4 U. S. A. maps; playing instruc-
tions. Label. © Mrs. V. M.
Gilmore; 15Nov55; KK112011.

GILMORE, MRS. V. M. SEE Gilmore,
V. M.

GITS MOLDING CORP. ©

New Gitsware Therma set. 2-piece
plastic tumblers, ice bucket &
tongs. Appl. author: Lloyd
Wilbur Byrnes. © 1Sep55; KK110791.

GLATT, HERBERT d.b.a. MAGLA PRODUCTS.
SEE Magla Products.

GLEASON CORP. ©

Gleason engineered casters. Design
data sheet no.422. Appl. author:
Jack A. Pescheck. © 6Sep55;
KK109807.

If you pull heavy loads up stairs
and curbs, you need a Milwaukee
Load Floater of featherweight
magnesium. Hand trucks. Sheet.
Appl. author: Earle A. Smith.
© Milwaukee Truck Co. Division,
Gleason Corp.; 30Aug55; KK110093.

Lightweight, easy handling ...
Milwaukee War Horse, all-steel
platform trucks. Catalog sheet
no.415. Appl. author: Jack A.
Pescheck. © Milwaukee Truck Co.,
a division of Gleason Corp.;
6Sep55; KK109808.

Milwaukee Snaker, beverage handler's
hand truck. Sheet. Appl. au-
thor: John A. Pescheck. © Mil-
waukee Truck Co. Division, Gleason
Corp.; 15Jul55; KK109157.

GLIDDEN CO. ©

Coming this fall, more product ad-
vantages, advertising firsts.
Form no.D-483. Paint. Mail
folder. Appl. author: Meldrum &
Fewsith, Inc. © 6Jun55; KK109245.

Gene Kelly's flavor tips for the
barbecue. Durkee food products.
(In Life, June 27, 1955, p.73)
Appl. author: Meldrum & Fewsith,
Inc. © 24Jun55; KK108296.

Nubelite, the finest product finish.
Form F-395. 19 p. Appl. author:
Meldrum & Fewsith, Inc.
© 12May55; KK108265.

Spred Satin with poly-AM ... gives
you a 2-in-1 paint film. (In
Coronet, Sept. 1955) Appl. au-
thor: Meldrum & Fewsith, Inc.
© 12Jul55; KK109339.

Spred Satin with poly-Am ... gives
you a 2-in-1 paint film. (In
Life, Sept. 19, 1955, p.12-13)
Appl. author: Meldrum & Fewsith.
© 14Sep55; KK110069.

GLOBE-UNION, INC.

Who's Centralab? Electronic com-
ponents. Pamphlet. Appl. au-
thor: Hoffman & York, Inc.
© Centralab Division, Globe-Union,
Inc.; 7Sep55; KK111072.

GLOUDEMAN, JOHN M. SEE Gloudeman,
Theodore John.

GLOUDEMAN, THEODORE JOHN. ©

Design invention for ensemble of the
crucifixion of Christ, by John M.
Gloudeman. Religious plaques.
Sheet. © 15Jul55; KK110532.

GLOVER, A. D.

Glover homemaking unit specifica-
tions. Sewing & ironing work
desk. Sheet. © Anthony DeWitt.
Glover; 27May55; KK111365.

GOLD STAMP PREMIUM CO.

Your gold stamp premium catalog of
nationally advertised merchandise.
23 p. Appl. author: Ben L. Brod-
sky. © Saunders Distributors,
Inc. t.a. Gold Stamp Premium Co.;
1Jun54; KK97720. (See also Gold
Stamp Premium Co.; 1Jun54;
KK109047)

Your gold stamp premium catalog of
nationally advertised merchandise.
23 p. Appl. author: Frank Fran-
cis Saunders. © Saunders Distrib-
utors, Inc. t.a. Gold Stamp Pre-
mium Co.; 1Jun54; KK109047. (See
also Gold Stamp Premium Co.;
1Jun54; KK97720)

GOLDEEN'S, INC. ©

America's most honored furniture
store brings you Ralston Heather,
the new miracle ... broadloom.
(In San Jose news, July 19, 1955,
p.8) Appl. author: Mary Chaney
Hoffman. © 19Jul55; KK108859.

Goldeen's repeats a fabulous offer,
luxurious wall-to-wall carpet for
living room, dining room, hall and
custom-made draw draperies for
your entire home. (In San Jose
mercury-news, Nov. 20, 1955, p.24)
Appl. author: Mary Chaney Hoffman.
© 20Nov55; KK112096.

Luxury-on-a-budget ... custom-made
draw draperies for your entire
home, and wall-to-wall carpet for
living room, dining room, hall.
(In San Jose mercury-news, Sept.
18, 1955, p.26) Appl. author:
Mary Chaney Hoffman. © 18Sep55;
KK110253.

- Take your pick of the lucky 7. Outdoor furniture groups. (In San Jose evening news, July 12, 1955, p.8) Appl. author: Mary Chaney Hoffman. © 12Jul55; KK108692.
- Why wait to carpet your new home? (In San Jose mercury-news, Aug. 7, 1955, p.28) Appl. author: Mary Chaney Hoffman. © 7Aug55; KK109248.
- GOLDEN MIX, INC. ©**
Golden Mix; for premium quality griddle cakes and waffles. Net wt. 2 lb. Label. © 21Jun55; KK109074.
- GOLZ ENTERPRISES. ©**
Check these gains ... with the Genii mileage miser air flow needle. Display card. Appl. author: Gerd Golz. © 5Aug55; KK109861.
- GOODE PRODUCTS CO. ©**
Travel in comfort. Traveling John, portable toilet. Sheet. Appl. author: R. R. Goode. © 22May55; KK110284.
- GOODMAN, L. F. ©**
Announcing cost controlled loans, \$25 to \$1000. Postal Finance Company. Sheet. © 15Dec55; KK112647.
You can borrow \$100 to \$600 entirely by mail. Postal Finance Company. Mail folder. © 9Dec55; KK112648.
- GORDON, MELVIN J., N. G. STONE & S. Z.**
GORDON composing the firm MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.
- GORDON, S. Z., MELVIN J. GORDON & N. G. STONE**
composing the firm MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.
- GORHAM CO. ©**
Designed for giving: Gorham Classic Trend; plate and bowl in deep glow sterling. (In The New Yorker, May 21, 1955, p.52) Appl. author: Miss Leslie Munro. © 19May55; KK108595.
New design for giving: Gorham salad bowl; handcrafted mahogany and deep glow sterling base. (In The New Yorker, May 14, 1955, p.118) Appl. author: Miss Leslie Munro. © 12May55; KK108594.
- GOSNAY, LAURA P.**
The Toter. Ice cream cones. Sheet. © Laura Phillips Gosnay; 28Apr55; KK108366.
- GOTHAM HOSIERY CO., INC. ©**
2 pairs guaranteed for 60 days. Mysterie, sheer, sheer nylons, styled by Gotham Gold Stripes. (In Charm, Oct. 1955, p.15) Appl. author: Stanley Goodman. © 21Sep55; KK110211.
Why didn't it pop? This is Mysterie, an entirely new kind of sheer stocking. Gotham Gold Stripes. (In Ladies' home journal, Apr. 1955, p.164) Appl. author: Stanley Goodman. © 1Apr55; KK108875.
- GOULD (L. M.) CO.**
The original Sta-Cleen toilet tabs. Cleans, disinfects, deodorizes, safe for septic tanks. Net weight 4 oz. Label. © L. M. Gould d.b.a. L. M. Gould Co.; 1Sep55; KK110652.
- GOULD-NATIONAL BATTERIES, INC. ©**
The amazing Electruk with big operating savings. Industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Jul55; KK109527.
- Battery performance is my business. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Jul55; KK109499.
- Battery performance is my business. America's finest, Gould Kathanode batteries for Diesel starting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Jul55; KK109500.
- Battery performance is my business. Gould plastic cell batteries for stationary service. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Jul55; KK109498.
- Best operating insurance money can buy. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov55; KK112230.
- Best operating insurance money can buy. America's finest, Gould Kathanode batties for air conditioning and car lighting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov55; KK112231.
- Best operating insurance money can buy. America's finest, Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov55; KK112232.
- Cut lantern battery costs with Multi-Lite rechargeable batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Aug55; KK110124.
- The Electruk, by Gould. Folder. © 30Aug55; KK112595.
- Gould calcium stationary cells in plastic containers, Kathanode-explosion-protected construction triple insulated. Type ET. Sheet. © 30Apr55; KK112601.
- Gould Dreadnaught type element in transparent plastic container. Type AS 52. Sheet. © 28Feb55; KK112590.
- Gould Dreadnaught type element in transparent plastic container. Type BS 56. Sheet. © 30Oct55; KK112602.
- Gould Dreadnaught type element in transparent plastic container. Type CS 74. Sheet. © 28Feb55; KK112589.
- Gould Dreadnaught type element in transparent plastic container. Type CS 76. Sheet. © 28Feb55; KK112587.
- Gould Dreadnaught type element in transparent plastic container. Type CS 134. Sheet. © 28Feb55; KK112586.
- Gould Dreadnaught type element in transparent plastic container. Type CS 136. Sheet. © 23Feb55; KK112588.
- The Gould electric delivery truck. Sheet. © 30Jul55; KK112591.
- Gould extra capacity cell in rubber jar, Kathanode construction with new Diamond Z plates. Type KYZ. Sheet. © 30Apr55; KK112598.
- Gould extra capacity cell in rubber jar, Thirty construction with new Diamond Z plates. Type XYZ. Sheet. © 30Apr55; KK112597.
- Gould extra high type cell in rubber jar, super Dreadnaught construction with new Z plates. Type SY. Sheet. © 30Apr55; KK112596.
- Gould high type, extra capacity cell in rubber jar, super Dreadnaught construction with new Z plates. Type SE. Sheet. © 28Feb55; KK112600.
- Gould multi-lite, the new rechargeable flashlight and battery. Sheet. © 30Sep55; KK112595.
- Gould multiple plate construction ... Gould heavy duty industrial type batteries for starting and lighting service. Specifications and data. Folder. © 30Jun55; KK112579.
- Gould 1 1/2 ton Electruk. Sheet. © 30Nov55; KK112585.
- Gould 1 ton Electruk. Sheet. © 30Nov55; KK112584.
- Gould Plante glass jar types: DP; EP; FP. Sheet. © 30Aug55; KK112592.
- Gould Plante glass jar types: WPE, XPE cand; YPE. Sheet. © 30Aug55; KK112583.
- Gould Plante types: DPS; EPS; FPS. Sheet. © 30Jun55; KK112594.
- Gould standard height, extra capacity cell in rubber jar, super Dreadnaught construction with new Z plates. Type ST. Sheet. © 28Feb55; KK112599.
- Gould, super Dreadnaught industrial truck batteries, net user prices ... effective Dec. 1, 1955. Type: SE; SY; ST. Sheet. © 30Nov55; KK112581.
- Gould, super Dreadnaught mine locomotive batteries, net user prices ... effective Dec. 1, 1955. Type: SE; SY; ST. Sheet. © 30Nov55; KK112582.
- Lease agreement, amendment, for Gould Electruk units. For use in Massachusetts. Sheet. © 30Aug55; KK112580.
- The new Electruk, electrically operated. Electric truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Aug55; KK110123.
- The new Multi-Lite rechargeable trainmen's lantern battery. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Jul55; KK109526.
- Plenty of engineering know-how goes into Gould research built batteries. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 20Oct55; KK111279.
- Plenty of engineering know-how goes into Gould research built batteries. America's finest, Gould Kathanode batteries for Diesel starting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 20Oct55; KK111281.
- Plenty of engineering know-how goes into Gould research built batteries. America's finest, Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 20Oct55; KK111280.
- Thanks to Gould research, we separate oxide particles 40 millionths of an inch in size to give you greater battery capacity. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Aug55; KK110125.

GOULD-NATIONAL BATTERIES, INC. © Cont'd.

Thanks to Gould research, we separate oxide particles 40 millionths of an inch in size to give you greater battery capacity. Gould Kathanode batteries for air conditioning & car lighting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Aug55; KK110126.

Thanks to Gould research, we separate oxide particles 40 millionths of an inch in size to give you greater battery capacity. Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Aug55; KK110127.

Thanks to Gould research, we separate oxide particles 40 millionths of an inch in size to give you greater battery capacity. Gould shuttle car and locomotive batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 15Aug55; KK110128.

You get extra battery performance, thanks to Gould field engineering service. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 22Sep55; KK110342.

You get extra battery performance, thanks to Gould field engineering service. America's finest, Gould Kathanode batteries for air conditioning and car lighting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 22Sep55; KK110339.

You get extra battery performance, thanks to Gould field engineering service. America's finest, Gould Planté, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 22Sep55; KK110341.

You get extra battery performance, thanks to Gould field engineering service. America's finest, Gould shuttle car and locomotive batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 22Sep55; KK110340.

GRABOSKY BROS., INC. ©

New Duke Royalist. Cigars. Label. Appl. author: Seymour Robins. © 24Oct55; KK112559.

New taste, new flavor, new mildness, new Royalist. Duke pack of 5; slanting display. Cigars. Label. Appl. author: Seymour Robins. © 24Oct55; KK112558.

The new taste, new Royalist. Duke. Cigars. Label. Appl. author: Seymour Robins. © 24Oct55; KK112560.

GRAHAM, RAY A., JR. ©

Now for a wet beer. Dry and light is for hay. Amstel vintage beer. Appl. author: John Dearborn Lucas. © 18Apr55; KK108438.

Now for a wet beer. Dry and light is for popcorn. Amstel vintage beer. Appl. author: John Dearborn Lucas. © 25Apr55; KK108440.

Now for a wet beer. Dry and light is for raincoats. Amstel vintage beer. Appl. author: John Dearborn Lucas. © 14Apr55; KK108437.

Now for a wet beer. Dry and light is for saltines. Amstel vintage beer. Appl. author: John Dearborn Lucas. © 21Apr55; KK108439.

Now for a wet beer. Here is the brew that is not dry and light. Amstel vintage beer. Appl. author: John Dearborn Lucas. © 11Apr55; KK108436.

GRANPA STEIN, INC. ©

Scenic place mats. 24 different scenes. Label. Appl. author: Jack Stein. © 15Sep55; KK110066.

GRANT PULLEY & HARDWARE CORP. ©

Grant commercial bearings. Sheet. © 14Feb55; KK109395.

Sliding door hardware: Giant 3000. Folder. © 12Jul55; KK109396.

GRANVILLE'S.

Granny Granville dares you to beat these prices. Toaster, iron, cano-mat & [other household items] (In The San Francisco examiner, Sept. 19, 1955, p.52) © Granville's Jewelers, Inc.; 19Sep55; KK110184.

Granny Granville, Queen of Diamonds, says: This is positively one of the greatest diamond values ever offered. Look, buy this 10-diamond bridal set. (In San Francisco examiner, July 25, 1955, p.50) © Granville's Jewelers, Inc. d.b.a. Granville's; 25Jul55; KK111044.

Granny Granville, Queen of Diamonds says: To celebrate the opening of our new Modesto store, no.6 in our chain, Granville's proudly offers these outstanding values. Diamond ring sets, watches, skilllets ... (In San Francisco examiner, Nov. 14, 1955, section 2, p.20) © Granville's Jewelers, Inc. d.b.a. Granville's; 14Nov55; KK112037.

Granny Granville, Queen of Diamonds, says: When you buy your diamonds at Granville's, you get more diamond value than anywhere else in town ... 49 diamond bridal ensemble. (In San Francisco examiner, Aug. 29, 1955, p.46) © Granville's Jewelers, Inc. d.b.a. Granville's; 29Aug55; KK111043.

Granny Granville says: Granville's will give you all the film you can use free. 9-piece Pho-Tak camera kit ... (In San Francisco examiner, Sept. 26, 1955, p.56) © Granville's Jewelers, Inc.; 26Sep55; KK110819.

Granny Granville says: It's not a toy. Here at last from Germany, new 4x40, Powerhouse, the binoculars that give you better viewing up to 25 miles away. (In The San Francisco examiner, Aug. 15, 1955, p.52) © Granville's Jewelers, Inc.; 15Aug55; KK110323.

Granny Granville says: Wow, what a terrific diamond value. You must see this 19 diamond wedding band ... (In San Francisco examiner, Sept. 6, 1955, p.54) © Granville's Jewelers, Inc. d.b.a. Granville's; 6Sep55; KK111042.

Granny says: For the easiest credit terms and the best diamond values in America, you can't beat Granville's. Diamond rings. (In Press Democrat, Santa Rosa, Calif., Aug. 17, 1955, p.7) © Granville's Jewelers of California, Inc. d.b.a. Granville's; 17Aug55; KK111041.

Learn your ABCD's from Granville's. Always buy certified diamonds. (In San Francisco examiner, Aug. 8, 1955, p.52) © Granville's Jewelers, Inc. d.b.a. Granville's; 8Aug55; KK111045.

GRANVILLE'S JEWELERS, INC. SEE Granville's.

GRAPHIX DISPLAY.

Buy the new suburban 12-pack, Miller High Life, for the taste of your life. September. Beer. Calendar. Appl. author: Walter S. Pinter. © Graphix Display, Inc.; 20Aug55; KK110143.

Take home two. August. Miller High Life beer. Calendar. Appl. author: Walter S. Pinter. © Graphix Display, Inc.; 20Jul55; KK108960.

GREAT ATLANTIC & PACIFIC TEA CO. ©
Crestmont brand ice cream. Vanilla. One half gallon liquid. Label. Appl. author: Charles Peterson. © 20Oct55; KK111608.

GREAT PLAINS AGRICULTURAL AMMONIA ASSN. ©

All roads lead to the Great Plains Agricultural Ammonia Association Midwest Trade Show and Field Day, July 20-21. Folder. Appl. author: F. P. Shaffer. © 5Jul55; KK109954.

GREEN, A. M. ©

Stylecraft, Tight-Wad. No. TH 14. Leather goods. Sheet. © 15Apr55; KK109528.

Stylecraft, wrought iron letter holder. LH 15. Leather goods. Sheet. © 15Apr55; KK109529.

GREEN FUEL ECONOMIZER CO., INC. ©

Green diffuser fans. Bulletin no. 173. Folder. Appl. author: Gert V. Eiserman. © 9Nov55; KK111606.

Green power and process plant equipment. Green mechanical draft fans, fly ash and dust collectors. 3 p. Appl. author: Gert V. Eiserman. © 9Nov55; KK111605.

The packaged collector that discharges air so dust-free it can be reused. Green Aerodyne dust collector. Type CFF. Bulletin no. 172-CFF. Folder. Appl. author: Gert V. Eiserman. © 21Oct55; KK111255.

GREEN GIANT CO. ©

Agi-Pak brand, golden, sweet corn, whole kernel. Contents 4 lbs. 11 ozs. Label. Appl. author: Ward H. Patton. © 4Aug55; KK112754.

America's best-loved peas. Green Giant brand ... (In Life, May 16, 1955, p.176) Appl. author: Leo Burnett Co., Inc. © 12May55; KK109230.

Bonte brand, very young, early June peas with tiny onions. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 14Jun55; KK112757.

Colo-Pak brand tender, sweet peas. Contents 6 lbs. 10 oz. Label. Appl. author: Ward H. Patton. © 16Jun55; KK112756.

Green Giant's silver anniversary sale. Best opportunity ever to try the new corn. Niblets brand ... (In Life, Feb. 21, 1955, p.88-89) Appl. author: Leo Burnett Co., Inc. © 17Feb55; KK109232.

Kounty Kist brand corn, with sweet peppers. Contents 7 oz. avoird. Label. Appl. author: Ward H. Patton. © 18May55; KK112753.

Kounty Kist brand sweet peas. Contents 6 lbs. 8 oz. Label. Appl. author: Ward H. Patton. © 14Jun55; KK112755.

Kounty Kist brand whole kernel, golden, sweet corn. Contents 12 oz. avoird. Label. Appl. author: Ward H. Patton. © 1Aug55; KK112759.

Lindy brand cream style corn, golden sweet. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 25Aug55; KK112762.

Lindy brand whole kernel corn, golden sweet. Contents 12 oz. avoird. Label. Appl. author: Ward H. Patton. © 13Sep55; KK112761.

Meal Maker brand cream style golden sweet corn. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 13Sep55; KK112764.

Meal Maker brand early June peas. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 6Sep55; KK112765.

Meal Maker brand whole kernel sweet corn. Contents 12 oz. avoird. Label. Appl. author: Ward H. Patton. © 13Sep55; KK112763.

Meichal brand gourmet seasoned kosher very young, early peas. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 15Jun55; KK109872.

Mom said, what would you like for dinner? Green Giant brand peas. (In Life, Jan 24, 1955, p.91) Appl. author: Leo Burnett Co., Inc. © 20Jan55; KK109231.

New corn; new process gives it natural color, flavor and bite. [Woman with hand on can of Niblets; can of old-fashioned corn behind her] (In This week magazine, May 22, 1955, p.13) Appl. author: Leo Burnett Co., Inc. © 22May55; KK109229.

New corn. The Green Giant's fresh-flavor process ... Niblets. (In Life, May 9, 1955, p.16) Appl. author: Leo Burnett Co., Inc. © 5May55; KK109226.

Niblets Mexicorn, corn with red & green sweet peppers. Contents 4 lbs. 11 ozs. [White] label. Appl. author: Ward H. Patton. © 19Aug55; KK112766.

Niblets Mexicorn, corn with red & green sweet peppers. Contents 12 ounces avoird. [Bronze colored] label. Appl. author: Ward H. Patton. © 9Aug55; KK112760.

North Maid brand early June peas. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 12Sep55; KK112758.

The only 3 men who don't rave about the fiesta-like color and flavor of new process Niblets Mexicorn, corn with ... red and green peppers added. (In Life, May 23, 1955, p.160) Appl. author: Leo Burnett Co., Inc. © 19May55; KK109225.

Petit Point brand small, young, early peas. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 24Jun55; KK112752.

We bring them in, in great style. Green Giant brand peas. (In The Saturday evening post, Apr. 23, 1955, p.8-9) Appl. author: Leo Burnett Co., Inc. © 19Apr55; KK109228.

You can't get flavor like this anywhere, but in America's best liked peas. Green Giant brand ... (In Chicago American, Apr. 27, 1955, p.25) Appl. author: Leo Burnett Co., Inc. © 27Apr55; KK109227.

GREENWOOD, BURTON H. t.a. BURTONITE CO. SEE Burtonite Co.

GREY IRON CASTING CO. © Greycraft model tools; Karry-Kit. (Tool set card) Toy. Label. Appl. author: William D. Andes Agency. © 15Aug55; KK112554.

GRIFFITH, JEAN C. d.b.a. WILTON PRODUCTS CO. SEE Wilton Products Co.

GRIFFITH LABORATORIES, INC. © Prague powder, a full boiled curing pickle, for all meat curing. Net weight limit 400 pounds. Label. © 28Jun55; KK108685.

GROBOSKI, JOHN P. & JOSEPH G. GROBOSKI composing the firm GROBOSKI INDUSTRIES. SEE Groboski Industries.

GROBOSKI, JOSEPH G. & JOHN P. GROBOSKI composing the firm GROBOSKI INDUSTRIES. SEE Groboski Industries.

GROBOSKI INDUSTRIES.

Style-King, noise, roar, rain and wind-deflector. No.99. Automobile accessory. Label. Appl. author: Joseph G. Groboski. © Groboski Industries, a co-partnership consisting of John P. Groboski & Joseph G. Groboski; 18Aug55; KK110004.

GROLIER SOCIETY, INC. © Have you given them what they really need for Christmas and a lifetime? The Book of knowledge. (In Parent's magazine, Nov. 1955, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov55; KK111402.

Is this your child ... The Book of knowledge. (In Life, Nov. 29, 1954) Appl. author: Doyle Dane Bernbach, Inc. © 29Nov54; KK111038.

My daddy knows everything. The Book of knowledge. (In Life, Mar. 22, 1954, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 22Mar54; KK112524.

See and know the world as it really is with this 8-piece globe & globe kit. Sheet. Appl. author: Elsworth Seaman Howell. © 13Jul55; KK109525.

Why, mommie? The Book of Knowledge. (In Life, Nov. 14, 1955, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov55; KK111908.

Why, mommie? The Book of knowledge. (In The New York times, Oct. 24, 1955, p.50) Appl. author: Doyle Dane Bernbach, Inc. © 24Oct55; KK111403.

GROSS (JOHN) & CO. ©

The Cromac, Scotch whisky. 4/5 quart. Label. Appl. author: John Gross. © 12Jul55; KK108554.

GUITTARD CHOCOLATE CO. ©

Sweet milk drops. Net wt. 6 oz. Label. © 1Jun55; KK109504.

GULF OIL CORP. ©

Thank you. We appreciate your business. The watchful Gulf dealer. Petroleum products & automotive accessories. Poster. © 12Sep55; KK110145.

GUNN, FRED.

The Southern Colonel's parti-pac. Highball & jigger glasses, ashtrays & playing cards. Label. © Frederick V. Gunn, Jr.; 10Dec54 (in notice: 1955); KK109891.

H

H & K SALES CO. ©

The Henson Hitch, the professional lure attachment. [Endorsed by] Ted Henson. Label. Appl. author: Harold E. Phillips. © 10Aug55; KK111601.

HAGAN (I. N.) ICE CREAM CO. ©

Hagan ice cream, vanilla-chocolate-strawberry. One half gallon liquid. Label. Appl. author: Russell Luedke. © 6Jun55; KK110570.

HAGEMEYER CHEMICAL CO., INC. ©

C. F. Q., Cease Fire Quick, fire extinguisher. Contents 12 oz. Label. © 1Nov54; KK111716.

HAHN FURNITURE CO. ©

Hahn has a surprise ... Ten-for-Ten sale. Folder. Appl. author: Bert M. Sarazan. © 17Oct55; KK111145.

Special August message for our preferred customers. Hahn's August sale. Mail folder. Appl. author: Bert M. Sarazan. © 2Aug55; KK111410.

HAMILTON MANUFACTURING CORP. ©

Cosco midsummer special. Electric utility cart. (In The Saturday evening post, June 25, 1955, p.109) © 21Jun55; KK108452.

Here's the all-steel juvenile furniture most mothers choose, Cosco. (In My baby, Apr. 1955, p.7) © 8Mar55; KK108389.

Office fashioned for appearance, comfort, wear, Cosco office chairs. (In Fortune, Sept. 1955, p.32) © 30Aug55; KK109823.

Quality. Just \$47.50 and it's so comfortable ... Executive model 18-TA. Cosco office chairs. (In Business week, Apr. 23, 1955, p.34) Appl. author: Ruthrauff & Ryan, Inc. © 23Apr55; KK110725.

Seat slips off for washing. Cosco baby jumper. (In Your new baby, Mar. 1955, p.27) © 1Feb55; KK108451.

2 hot profit tips from Cosco. Office chairs. (In Office appliances, Aug. 1955, p.109) © 23Jul55; KK109393.

When customers look for comfort, be sure they see Cosco. Office chairs. (In Office appliances, June 1955, p.91) Appl. author: Ruthrauff & Ryan, Inc. © 1Jun55; KK109680.

When customers look for quality, be sure they see Cosco. Office chairs. (In Office appliances, May 1955, p.111) © 23Apr55; KK109725.

HAMILTON WATCH CO. ©

America's greatest watch value, new Illinois watches styled and guaranteed, by Hamilton, and priced from only \$33.95. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24May54; KK111437.

Are Hamiltons made too well? (In Life, Nov. 8, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Nov54; KK110452.

Desert song. (In Life, Aug. 2, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Jul54; KK110440.

HAMILTON WATCH CO. © Cont'd.

Don't let the Christmas rush catch you short of Hamiltons. (In Post exchange, Aug. 1954, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug54; KK110442.

An extravagant Christmas gift for \$33.95. (In Life, Dec. 13, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec54; KK110448.

For Christmas, it means so much more to give or get a Hamilton. (In The Saturday evening post, Dec. 5, 1953, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec53; KK110438.

From \$33.95 and guaranteed by Hamilton. Illinois watches. (In Life, June 7, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Jun54; KK110459.

Hamilton's experience in making railroad watches means greater accuracy in all other Hamiltons and means extra value in Illinois watches by Hamilton. (In The Signalman's journal, May 1954, p.158) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May54; KK110480.

How long since you gave yourself a gift? (In Life, Sept. 20, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Sep54; KK110455.

How much do you think a Hamilton costs? (In Life, Sept. 6, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Sep54; KK110456.

How to be a hero for \$33.95. (In Life, Nov. 29, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Nov54; KK110450.

I got her a Hamilton for Christmas. Ad no.4. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Dec54; KK110468.

It means so much more to give - or get - a Hamilton. New, beautiful, modestly priced ... Ad no.1. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Apr54; KK110474.

It means so much more to give - or get - a Hamilton. Nothing you can give will mean more ... Ad no.2. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10May54; KK110475.

It means so much more to give-or-get a Hamilton. Only yesterday he was your boy, she was your girl. (In Life, May 3, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May54; KK110461.

Just in time for graduation. New, Illinois watches styled and guaranteed, by Hamilton and priced from only \$33.95. [Four styles: Nautilus, Lady Gay B, Debonair B & Lady Gay G] (In Senior scholastic, May 19, 1954, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19May54; KK110444.

Just in time for graduation. New, Illinois watches styled and guaranteed, by Hamilton and priced from only \$33.95. Here is the graduation watch ... (In The Saturday evening post, May 8, 1954, p.86) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4May54; KK110439.

Lady Hamilton, diamond set watches. (Lady Hamilton diamond catalog) Pamphlet. Appl. author: Henry M. Tovar. © 1Aug55; KK112082.

Lay it away now. (In Life, Oct. 8, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Oct54; KK110454.

A left-handed compliment. (In Life, Apr. 5, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Apr54; KK110464.

Let him solve your gift problems. (In Life, Dec. 20, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Dec54; KK110447.

Let him solve your gift problems. (In National geographic, Dec. 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Nov54; KK110466.

Let's talk about a gift for you. (In Air Force times, May 28, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28May54; KK110478.

Look what's new in self-winding watches. (In Life, Apr. 19, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Apr54; KK110463.

Magnificent watches on duty and off. (In Army times, May 1, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May54; KK110479.

Michelangelo said it: Trifles make perfection and perfection is no trifle. (In National geographic, Nov. 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Oct54; KK110467.

Mine's a Hamilton, too. (In Senior scholastic, May 12, 1954, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12May54; KK110443.

The Mother's Day she'll never forget. (In Life, Apr. 26, 1954, p.132) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Apr54; KK110462.

No need to leave your watch behind when it's a water-resistant, shock-resistant, self-winding Hamilton. (In Sports illustrated, Aug. 16, 1954, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Aug54; KK110441.

Now featured by your Hamilton jeweler. (In Life, Aug. 16, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Aug54; KK110457.

Oh, darling, a Hamilton. Ad no.4. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jun54; KK110472.

The perfect gift, a Hamilton watch with a Masonic dial. (In Empire State Mason, Mar. 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Hamilton Watch Co. t.a. Hamilton; 28Feb54; KK110445.

Pick your Hamilton today, your jeweler will lay it away till Christmas. Ad no.2. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Nov54; KK110471.

Roughing it. Illinois watches, by Hamilton. (In Life, July 19, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jul54; KK110458.

She's really very shy. (In Life, Nov. 22, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov54; KK110451.

So beautiful, you know they're Hamiltons. Ad no.1. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Oct54; KK110473.

Someone you love is hoping for a Hamilton and you can give one for less than you think. Ad no.3. Sheet. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Nov54; KK110470.

A striking new pair. (In Life, Oct. 25, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Oct54; KK110453.

There's only one Christmas gift she'd prefer to a Hamilton. (In Army times, Dec. 4, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Dec54; KK110476.

This Christmas, there are so many new reasons why, it means so much more to give-or-get a Hamilton. (In Life, Dec. 6, 1954, p.112-113) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Dec54; KK110449.

Watch-mates for perfect mates. (In Life, May 24, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21May54; KK110460.

Water? Shock? You name it. (In Army times, June 5, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jun54; KK110477.

What your graduate won't tell you. (In Life, May 17, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14May54; KK110446.

What your graduate won't tell you. (In National geographic, May 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Apr54; KK110469.

You can give your graduate a fine watch for \$33.95. Illinois watches, by Hamilton. (In Life, May 10, 1954) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7May54; KK110465.

HAMMOND ORGAN CO. ©

Doctors say, it helps me relax. (In Journal of the American Dental Association, Sept. 1955, p.A-66) Appl. author: Young & Rubicam, Inc. © 1Sep55; KK111635.

Dream of playing beautiful music, but haven't time for lessons? (In Reader's digest, Oct. 1955, p.3) Appl. author: Young & Rubicam, Inc. © 24Sep55; KK111643.

The gift with the biggest thrill, playing music without lessons. Hammond chord organ. (In Look, Nov. 15, 1955, p.59) Appl. author: Young & Rubicam, Inc. © 1Nov55; KK112701.

Give the thrill of playing, without lessons; takes only 30 minutes on this Hammond organ. (In Coronet, Nov. 1955, p.13) Appl. author: Young & Rubicam, Inc. © 25Oct55; KK112709.

Good way to relax, says Dr. R. A. Tate, dentist. Hammond chord organ. (In Journal of the American Medical Association, Nov. 5, 1955, p.56) Appl. author: Young & Rubicam, Inc. © 3Nov55; KK112702.

Hammond organ goes to school. (In School equipment news, Oct. 1955, p.93) Appl. author: Young & Rubicam, Inc. © 18Oct55; KK111637.

Have a Hammond organ for your Christmas programs. (In Rotarian, Oct. 1955, p.53) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK111645.

Have a Hammond organ in your church by Christmas. Free booklet tells how you can raise the money. (In Christian herald, Oct. 1955, p.3) Appl. author: Young & Rubicam, Inc. © 24Sep55; KK111647.

Have a Hammond organ in your church by Christmas. It can add glories to your music no other organ of its kind can do. (In Extension, Oct. 1955, p.41) Appl. author: Young & Rubicam, Inc. © 10Sep55; KK111646.

Hear how much richer, more impressive church music is on a Hammond organ. (In Extension, June 1955, p.37) Appl. author: Young & Rubicam, Inc. © 10May55; KK108500.

How two churches raised money to buy an organ. [Endorsed by] Rev. W. L. Spears [&] Rev. R. B. Putnam. (In Ebony, Sept. 1955, p.62) Appl. author: Young & Rubicam, Inc. © 11Aug55; KK110508.

How your church or organization can raise money for a new organ. Spinet model. (In The Rotarian, June 1955, p.57) Appl. author: Young & Rubicam, Inc. © 15May55; KK108501.

In the great cathedrals, in the humblest churches, the choirs are beginning to practice the loved Christmas hymns ... (In Extension, Dec. 1955, p.51) Appl. author: Young & Rubicam, Inc. © 10Nov55; KK112707.

It's not too late to have a Hammond organ in your church by Christmas. (In Christian life, Dec. 1955, p.28) Appl. author: Young & Rubicam, Inc. © 15Nov55; KK112708.

Keys to a glowing future. [Endorsed by] Count Basie [&] Dr. Graham Jackson. [Negro boy seated at organ with mother at his side, father watching] (In Ebony, Oct. 1955, p.73) Appl. author: Young & Rubicam, Inc. © 8Sep55; KK110927.

Last Christmas, a wonderful life began for us. (In Better homes & gardens, Nov. 1955, p.139) Appl. author: Young & Rubicam, Inc. © 26Oct55; KK111639.

Look in, and dream a little. (In Ebony, Dec. 1955, p.87) Appl. author: Young & Rubicam, Inc. © 10Nov55; KK112700.

New fun for Christmas, and no lessons needed. The Hammond chord organ. (In Coronet, Dec. 1955, p.15) Appl. author: Young & Rubicam, Inc. © 22Nov55; KK112710.

New way to ease tensions. (In Journal of the American Dental Association, Oct. 1955, p.A-8) Appl. author: Young & Rubicam, Inc. © 10Oct55; KK111641.

One more reason why Hammond organ is music's most valuable franchise. Among the biggest of the extras ... (In Piano trade magazine, July 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Jul55; KK109415.

One more reason why Hammond organ is music's most valuable franchise. Hammond has features no comparable organs can match ... (In Piano trade magazine, Aug. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Aug55; KK110507.

One more reason why Hammond organ is music's most valuable franchise. Over the past twelve months, we have outlined many of the advantages ... (In Piano trade magazine, Sept. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Sep55; KK110926.

One more reason why Hammond organ is music's most valuable franchise. Over the past twelve months, we have outlined many of the advantages ... (In Piano trade magazine, Sept. 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Sep55; KK111644.

One more reason why Hammond organ is music's most valuable franchise. When you sell the Hammond organ, you can pocket the profits ... (In Piano trade magazine, June 1955, cover) Appl. author: Young & Rubicam, Inc. © 1Jun55; KK108498.

One more reason why Hammond organ is music's most valuable franchise. With Hammond, you never lose a sale ... (In Music trade review, Sept. 1955, p.7) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK111634.

Play and put new magic in simple tunes. (In Etude, Oct. 1955, p.5) Appl. author: Young & Rubicam, Inc. © 22Sep55; KK111638.

Put new spirit all through your school with a Hammond organ. (In School executive, Nov. 15, 1955, p.103) Appl. author: Young & Rubicam, Inc. © 18Oct55; KK112705.

Puts new fun in your life and no lessons needed. (In Look, Oct. 4, 1955, p.11) Appl. author: Young & Rubicam, Inc. © 20Sep55; KK111642.

Surest kind of price protection goes with a Hammond franchise. Home model ... (In Music trade review, June 1955, p.19) Appl. author: Young & Rubicam, Inc. © 15Jun55; KK109414.

There's still time for your church or club to have a Hammond organ by Christmas. (In The Rotarian, Nov. 1955, p.61) Appl. author: Young & Rubicam, Inc. © 15Oct55; KK112706.

There's still time to have a Hammond organ in your church by Christmas. (In Christian life, Oct. 1955, p.88) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK111648.

This is for you, all the fun of playing and no lessons to take. (In Life, Sept. 19, 1955, p.69) Appl. author: Young & Rubicam, Inc. © 15Sep55; KK111640.

Typical school day in the life of a Hammond organ. (In School equipment news, Sept. 1955, p.41) Appl. author: Young & Rubicam, Inc. © 17Sep55; KK111636.

Want the fun of playing music, but no time for lessons? Try the Hammond chord organ at your local fair ... (In Better farming, July 1955, p.62-65) Appl. author: Young & Rubicam, Inc. © 30Jun55; KK110849.

Want the fun of playing music, but no time for lessons? Try the Hammond organ, you can play in 30 minutes. (In Reader's digest, Nov. 1955, p.5) Appl. author: Young & Rubicam, Inc. © 25Oct55; KK112703.

When you say 'organ' most people automatically think 'Hammond.' (In The Music trade review, Nov. 1955, p.4) Appl. author: Young & Rubicam, Inc. © 15Nov55; KK112704.

You can do so much more with any music on a Hammond, says Mr. Graham Jackson ... (In Ebony, June 1955, p.41) Appl. author: Young & Rubicam, Inc. © 12May55; KK108499.

You discover new thrills each time you play the Hammond organ. The fascination of a Hammond ... (In Better homes & gardens, Sept. 1955, p.165) Appl. author: Young & Rubicam, Inc. © 24Aug55; KK110928.

HAND (PETER) BREWERY CO. ©
Brewed extravagantly ... for extravagant tastes, Peter Hand's Reserve beer. © 6May54; KK110854.

HANNAU COLOR PRODUCTIONS. ©
The Exeter Inn, Exeter, New Hampshire. A fine 20th century hotel ... Folder. © 16Dec55; KK112683.

Famous Chatham Bars inn and cottages. Folder. © 27Dec55; KK112955.

Word of Life; 1956 calendar. Vacation spots on Schroon Lake, N. Y. Folder. © 16Dec55; KK112688.

HANNAY (CLIFFORD B.) & SON, INC. ©
Deadly as an octopus, that loose tangled hose. Hannay hose reels. (In Occupational hazards, Dec. 1955, p.62) Appl. author: Renner Advertisers. © 1Dec55; KK112916.

Make deliveries to left or right without turning truck. Hannay Guidemaster. (In LP-gas, Sept. 1955, p.110) Appl. author: Renner Advertisers. © 1Sep55; KK109854.

Quick delivery to left or right with the Hannay hose reel and Guidemaster. (In National petroleum news, Nov. 1955, p.141) Appl. author: Renner Advertisers. © 1Nov55; KK111843.

Speed up liquid handling. Hannay hose reels. (In Plant engineering, Aug. 1955, p.184) Appl. author: Renner Advertisers. © 1Aug55; KK109356.

Stop tripping. Hannay hose reels. (In Occupational hazards, Sept. 1955, p.55) Appl. author: Renner Advertisers. © 1Sep55; KK110181.

Water always ready at the nozzle. Hannay hose reels. (In Occupational hazards, Nov. 1955, p.57) Appl. author: Renner Advertisers. © 1Nov55; KK111842.

When you want the best, be sure you specify and get Hannay hose reels. (In Fueloil & oil heat, May 1955, p.178) Appl. author: Renner Advertisers. © 1May55; KK109202.

When you want the best be sure you specify and get Hannay hose reels for fire fighting equipment. Folder. Appl. author: Renner Advertisers. © 30Jun55; KK108703.

HANNAY (CLIFFORD B.) & SON,
INC. © Cont'd.

Where there's smoke ... look for
this. Hannay hose reels. (In
Fire engineering, Sept. 1955,
p.817) Appl. author: Renner Ad-
vertisers. © 15Sep55; KK110668.

Why Hannay LPG hose reels give you
more profitable deliveries. (In
LP-gas, Nov. 1955, p.102) Appl.
author: Renner Advertisers.
© 1Nov55; KK111796.

HANSEN'S (CHR.) LABORATORY, INC. ©
Dessert treats for all the family
made with Junket Rennet powder;
raspberry. Folder. © Junket
Brand Foods Div. of Chr. Hansen's
Laboratory, Inc.; 10Oct55;
KK110956.

Hints for making smooth ice cream.
Junket brand freezing mix. Fold-
er. © 15Dec55; KK112805.

HARAL CO.
Ultra life Motor Care. Contents 1
pint. Motor oil additive. Label.
© Harold H. Wigen d.b.a. Haral Co.;
2Jun55; KK109288.

HARBERS (WILLIAM J.) & CO., INC. ©
Attention, Mr. Busy Executive.
Refrigeration equipment. Plate
no.5, sheets 1 & 2. © 18Nov55;
KK112258.

HARDINGE CO., INC. ©
Hardinge filter-clarifiers. Bul-
letin no.30-C. 3 p. Appl. au-
thor: Harlowe Hardinge. © 2Mar55;
KK108542.

HARDWARE MUTUALS. ©
We protected our way of living, say
Mr. and Mrs. C. B. Kelley. In-
surance. (In Newsweek, Oct. 17,
1955, p.22) Appl. author: Fred
C. Kenline. © 12Oct55; KK111259.

HARETT-GILMAR, INC. ©
Robin Hood and his merry men of
Sherwood Forest, a game of adven-
ture. No.430. Label. Appl.
author: Gilbert S. Felsenthal.
© 10Oct55; KK111317.

HARGREAVES ADVERTISING. ©
Change to Alpenrose milk, the very
best. Label. Appl. author: Bob
Hargreaves. © 8Jul55; KK108522.

HARGROVE CO. ©
Harco presents: Harco Ranch-Vent
windows. Folder. Appl. author:
Edward G. Wetzel, Sr. © 6Oct55;
KK111705.

HARLEQUIN CORP. ©
For carefree fun in the sun, Calypso,
by Harlequin. Women's eyeglass
frames. Sheet. © 16May55;
KK111033.

New, facial fashions of dramatic
beauty, the Harlequin way to look
beautiful. Dramatize your entire
outlook with Harlequin's ...
Alouette. Women's eyeglass frames.
Sheet. © 16May55; KK111032.

New, facial fashions of dramatic
beauty, the Harlequin way to look
beautiful. Reward your face with
... Harlequin's Spring Song.
Women's eyeglass frames. Sheet.
© 16May55; KK111031.

New, facial fashions of dramatic
beauty, the Harlequin way to look
beautiful. When it matters so
much ... wear Harlequin's Pizzi-
cato. Women's eyeglass frames.
Sheet. © 16May55; KK111030.

HARRISON, HARRY L. d.b.a. HARRISON
HOUSE. SEE Harrison House.

HARRISON (HELEN) CONFECTIONS.
Gingerbread house. Label. © Hill-
man's Inc. d.b.a. Helen Harrison
Confections; 1Jul55; KK108733.

HARRISON HOUSE.

A new deal on give-away items. The
Gold Bond plan. Silverware.
Folder. © Harry L. Harrison
d.b.a. Harrison House; 28Dec55;
KK112921.

HARRY DOEHLA CO. SEE DoeHLA (Harry)
Co.

HARVEY.
Le Chateau; place mat. © Harvey
Paper Products Co. t.a. Harvey;
5Aug55; KK109219.

Des Moines' biggest little drive-in,
Millie's, the original home of
biggest tenderloin ... place mat.
© Harvey Paper Products Co. t.a.
Harvey; 13Jun55; KK108537.

Duck's bar ... Grand Rapids, Mich.;
place mat. © Harvey Paper Prod-
ucts Co. t.a. Harvey; 29Jul55;
KK109023.

Get acquainted with Kelly's ...
place mat. © Harvey Paper Prod-
ucts Co. t.a. Harvey; 6Jun55;
KK108538.

Liberty dairy bar and cheese store;
place mat. © Harvey Paper Prod-
ucts Co. t.a. Harvey; 6Jun55;
KK108536.

Our chef recommends Michigan cherry
pie with ice cream; place mat.
© Harvey Paper Products Co. t.a.
Harvey; 1Jul55; KK108735.

Pieces of Eight, pralines. Old
Spanish Fort Tourist Village;
place mat. © Harvey Paper
Products Co. t.a. Harvey; 1Jul55;
KK108736.

We like Arkansas. Hank's Dog House;
place mat. © Harvey Paper Prod-
ucts Co. t.a. Harvey; 13Jul55;
KK108645.

HARVEY PAPER PRODUCTS CO. t.a.
HARVEY. SEE Harvey.

HASSENFELD BROS., INC.
5¢ each; cheaper buy the dozen ...
Pedigree, the quality pencil, by
Empire. (In Life, Aug. 23, 1954,
p.105) Appl. author: Joseph M.
Bernstein. © Empire Pencil Co.,
division of Hassenfeld Bros.,
Inc.; 23Aug54 (in notice: 1953);
KK112605.

Here's your guide to America's top
toys. Sheet. Appl. author:
Joseph M. Bernstein. © 29Sep55;
KK110677.

HATTEM, MARY F., ANTHONY R. MCCLANAHAN
& WILLIAM R. HATTEM d.b.a. ICY-ADE
PRODUCTS CO. SEE Icy-Ade Products
Co.

HATTEM, WILLIAM R., MARY F. HATTEM &
ANTHONY R. MCCLANAHAN d.b.a. ICY-
ADE PRODUCTS CO. SEE Icy-Ade prod-
ucts Co.

HAVERSTICK BROS. ©
Introducing the new, improved Hydra-
Lift unloader, specially engineered
to fit your truck. Folder. Appl.
authors: Harvey Lester Haverstick
& Henry Chester Haverstick.
© 8Aug55; KK109277.

HAWAIIAN PINEAPPLE CO., LTD. ©
Dole pear pineapple nectar. Con-
tents 7 1/2 fluid oz. Label.
Appl. author: John Shafer.
© 27Aug55 (in notice: 1949);
KK111239.

Frozen fresh, Dole, concentrated,
Hawaiian, pineapple juice. 6 fl.
oz. Label. Appl. author: John
Shafer. © 16Aug55; KK109376.

HAYDON (A. W.) CO. ©
5600 series governed D. C. motor.
Bulletin A. W. H. MO 801, June

1955. Rev. Sheet. © 15Jun55;
KK108535.

HEBERLEIN, GEORGE J. d.b.a. HEBERLEIN
MANUFACTURING CO. SEE Heberlein
Manufacturing Co.

HEBERLEIN MANUFACTURING CO.
Jetless-Selfvapo brand propane
burner. Label. © George J.
Heberlein d.b.a. Heberlein Manu-
facturing Co.; 23Jul55; KK108847.

HECO ENVELOPE CO. ©
Little Sir Heco. Did you call, sir?
Envelope. © 9Nov55; KK111986.

HEILEMAN (G.) BREWING CO. ©
Evvv-rybody sing, a la Schnitzel-
bank. Heileman's Old Style lager.
(In The La Crosse tribune, La
Crosse, Wis., Aug. 31, 1955, p.8)
Appl. author: Leo Burnett Co.,
Inc. © 31Aug55; KK109851.

Fun song. Heileman's Old Style la-
ger beer. Poster. Appl. author:
Leo Burnett Co., Inc. © 1Jul55;
KK108380.

Junior Heileman Old Style lager.
8 full ounces, not just 7. Poster.
Appl. author: Leo Burnett Co., Inc.
© 20Jun55; KK108314.

Meet Junior, our bonus baby, 8 full
ounces, not just 7. Heileman's
Junior Old Style lager. (In
Daily inter lake, May 11, 1955,
p.4) Appl. author: Leo Burnett
Co., Inc. © 11May55; KK108691.

Tastes better because it's aged
longer than any other beer.
Heileman's Old Style lager.
[Grenadier holding bottle & stein;
bottle with tavern scene on label]
(In The Milwaukee Journal,
June 29, 1955, pt.2, p.20) Appl.
author: Leo Burnett Co., Inc.
© 29Jun55; KK108734.

Tastes better because it's aged
longer than any other beer.
Heileman's Old Style lager.
[Grenadier holding stein upward,
with bottle in other hand; bottle
with tavern scene on label] (In
The Daily argus-leader, June 15,
1955, p.18) Appl. author: Leo
Burnett Co., Inc. © 15Jun55;
KK109359.

Tastes better because it's aged
longer than any other beer. In-
side this frosty bottle is the
story ... Heileman's Old Style
lager. (In The Billings gazette,
June 29, 1955, p.19) Appl. au-
thor: Leo Burnett Co., Inc.
© 29Jun55; KK109360.

HEINLEY, PAUL. ©
Application of the 3/4" double act-
ing hinge on saloon doors. Paul
Heinley's movable shutters.
Sheet. © 15Aug55; KK109779.

Genuine Barbary Coast saloon doors.
Movable shutters. Post card.
© 21Jul55; KK109506.

How about yours? National Homes
sales are up 27 % over a year
ago. Paul Heinley's movable
shutters. Sheet. © 12Mar54 (in
notice: 1953); KK109222.

Movable shutters. Order blank.
Rev. Sheet. © 30Jun55;
KK109505.

The newest shutters are Shoji. Paul
Heinley's movable shutters. Mail
folder. © 26Sep55; KK111006.

The newest shutters are Shoji shut-
ters, by ... Paul Heinley's. An
ancient Polynesian idea adapted to
modern living. Folder.
© 7Oct55; KK111454.

- Paul Heinley penny saver shutters. Pamphlet. © 22Aug55; KK111007.
- Penny saver, inside movable shutters. Post card. © 21Jul55; KK109507.
- HEINN CO. ©
Buying a standard binder is like buying mass-produced spectacles. Mail folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 15Oct55; KK110982.
- Do you use all the elements essential to sales success? Loose-leaf catalogs in Heinn binders. (In Dun's review & modern industry, Nov. 1955, p.60) Appl. author: Paulson-Gerlach & Associates, Inc. © 10Nov55; KK111886.
- Loose-leaf catalogs in Heinn binders work more efficiently than any others. (In Dun's review & modern industry, Nov. 1955, p.60) Appl. author: Paulson-Gerlach & Associates, Inc. © 10Nov55; KK111885.
- See the new encyclopedia of paper. Loose-leaf binders. Mail folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 8Sep55; KK109882.
- Why loose leaf? Binders & indexes. Folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 28Jun55; KK108252.
- Your passbook to America's most effective selling tools. Loose-leaf binders. Pamphlet. Appl. author: Paulson-Gerlach & Associates, Inc. © 2Sep55; KK110845.
- HELEN HARRISON CONFECTIONS. SEE Harrison (Helen) Confections.
- HELENA RUBINSTEIN, INC. SEE Rubinstein (Helena) Inc.
- HELENE CURTIS INDUSTRIES, INC. SEE Curtis (Helene) Industries, Inc.
- HELENE PESSL, INC. SEE Pessl (Helene) Inc.
- HELI-COIL CORP. ©
The Heli-Call. Inserts. Folder. Appl. author: Fred Dunne. Sept. 1955. © 1Sep55; KK112188.
- HERCULES CHEMICAL CO., INC. ©
New, easy-to-use solder. Swif solder not a glue. (In American exporter, Aug. 1955, p.84) Appl. author: Lewin, Williams & Saylor, Inc. © 15Jul55; KK110113.
- Nueva soldadura facil de usar, Swif solder. (In Exportador Americano, Aug. 1955, p.83) Appl. author: Lewin, Williams & Saylor, Inc. © 13Jul55; KK110112.
- HERCULES POWDER CO., INC. ©
American sporting scenes. Mule deer in the Rockies, by Bob Kuhn. Calendar. © 10Oct55; KK110498.
- HERSCHEL (R.) MANUFACTURING CO., INC. ©
Herschel cutting parts. Implement repair parts. Folder. © 16Dec55; KK112910.
- HERTZBERG (ARTHUR) & CRAFTSMEN. ©
Hit of the market, Petit Cheque, miniature check book. (In 15th floor bulletin, spring ed. 1955, p.10) Appl. author: The Brower Co. © 15May55; KK108634.
- HEUBLEIN.
Little Bo Maypo finds a wolf sweetener. Maypo oat cereal. (In The Weekly comic (Syracuse herald American), Sept. 18, 1955, p.2) Appl. author: Bryan Houston, Inc. © Maltex Co., division of Heublein; 18Sep55; KK110653.
- Mmm, the one and only maple flavored hot oat cereal and nourishing Maypo feels good inside. (In The Evening bulletin, Dec. 12, 1955, p.32) Appl. author: Bryan Houston, Inc. © Maltex Co., a division of Heublein; 12Dec55; KK112629.
- Mother, just one serving of hot Maltex cereal gives your family as much rich malt as the average glass of nourishing malted milk drink. (In The Bridgeport post, Sept. 12, 1955, p.26) Appl. author: Bryan Houston, Inc. © Maltex Co., division of Heublein; 12Sep55; KK110654.
- Oh boy, the one and only maple flavored hot oat cereal and nourishing Maypo feels good inside. (In Newark evening news, Sept. 19, 1955, p.10) Appl. author: Bryan Houston, Inc. © Maltex Co., division of Heublein; 19Sep55; KK111258.
- HEWITT, E. W.
All proceeds from sale to be used to aid the blind. Help this Lion to help the blind. (Sales promotion for Lions Clubs) Household products. Label. © Edward Woodrow Hewitt, Sr.; 25Oct55; KK111299.
- HEYDEN, ROBERT LUIS d.b.a. LUCKY LADY CO. SEE Lucky Lady Co.
- HICKOK.
For flawless Hickok jewelry, she changes gloves 6 times a day. Belts & cuff links. (In Look, Apr. 19, 1955, p.86) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 5Apr55; KK111315.
- Formula for finishing Hickok belts: 10 % bees wax, 90 % elbow grease. (In Esquire, June 1955, p.52) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 5May55; KK111309.
- Honor 1955's finest father. Your Hickok award is dad's reward. Belts, bola ties, wallets & cuff links. (In The Saturday evening post, June 11, 1955, p.148-149) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 11Jun55; KK111310.
- Identical twins: custom-made, this Sierra belt cost Hickok \$24.00; its Hickok reproduction costs you \$2.50. (In Collier's, Oct. 14, 1955, p.67) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 29Sep55; KK111314.
- Identical twins: imported from England, \$170; reproduced by Hickok, \$5.00. Cuff links. (In Holiday, Oct. 1955, p.69) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 15Sep55; KK111313.
- Identical twins: imported from Italy at \$86; reproduced by Hickok for \$2.50. Belts & buckles. (In Look, Dec. 13, 1955, p.129) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 29Nov55; KK112365.
- Identical twins: imported from Italy at \$86; reproduced by Hickok for \$2.50. Belts & leather goods. (In The Saturday evening post, Oct. 22, 1955, p.60) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 18Oct55; KK111316.
- Identical twins: imported Italian Continental belt, \$73; reproduced by Hickok for \$2.50. (In Esquire, Oct. 1955, p.118) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 8Sep55; KK111311.
- Identical twins: imported King's Ransom cuff links, \$175; reproduced by Hickok, \$7.50. (In Holiday, Oct. 1955, p.68) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 15Sep55; KK111312.
- Identical twins: imported matching belt buckle and jewelry set, \$150; their identical Hickok twins, \$8.50. (In Look, Dec. 13, 1955, p.128) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 29Nov55; KK112364.
- Lollipop stick makes-up the eyes of Hickok belts. (In Life, June 13, 1955, p.161) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 10Jun55; KK111753.
- Santa shopped the world for the Hickok continental gift show ... Belts, jewelry ... (In The Saturday evening post, Dec. 17, 1955, p.56-57) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © 13Dec55; KK112578.
- HICKOK MANUFACTURING CO. a.k.a. HICKOK. SEE Hickok.
- HICKORY SMOKED CHEESE CORP. ©
Tyro Lette. 18 oz. net. Label. Appl. author: Wrapture, Inc. © 1Sep55; KK110877.
- HIGGINS INDUSTRIES, INC.
How to install Higgins ... bonded hardwood block flooring with Higgins Roltite 901-K adhesive. SEE Midcontinent Adhesive Co.
- HIGHLAND PRODUCTS, INC. ©
Hi-Nutra prize coupon. 5 points. Calf food. Appl. author: Kenneth F. Long. © 14Jun55; KK108588.
- HILLMAN'S, INC. d.b.a. HELEN HARRISON CONFECTIONS. SEE Harrison (Helen) Confections.
- HILLS BROS. COFFEE, INC. ©
Creamer-sugar-tray set. John Charles copperware. Adform 153-155. 3 posters. © 22Jun55; KK108312; 108310; 108311.
- 5 reasons why Hills Bros. is your best coffee buy in Portland. (In Oregon journal, Portland, Or., May 12, 1955, p.16) Appl. author: N. W. Ayer & Son, Inc. © Hills Bros. Coffee, Inc.; 12May55; KK108761.
- Hot cup of coffee; glass of iced coffee; Adform 152. Poster. © 22Jun55; KK108313.
- Modesto housewives, let us give you a bonus of 25¢ on your purchase of Hills Bros. coffee. (In The Modesto bee, Modesto, Calif., Aug. 25, 1955, p.14) Appl. author: N. W. Ayer & Son, Inc. © Hills Bros. Coffee, Inc.; 25Aug55; KK112293.
- Now, this exciting offer. Get your John Charles copperware, 3-piece set, creamer, sugar, tray. (In Spokane daily chronicle, Aug. 18,

HILLS BROS. COFFEE, INC. © Cont'd.
1955, p.34) Appl. author: N. W.
Ayer & Son, Inc. © Hills Bros.
Coffee, Inc.; 18Aug55; KK112292.

HILLSTROM, HUGO F. ©
The Buckhorn. Chic Chick, a new
fowl creation. Card. © 1Mar55;
KK108964.

HILTI RAPID FASTENING SYSTEMS, INC. ©
Hit-it with Hilti. Driving tool.
Folder. Appl. author: H. Peter
Rossiger. © 12Oct55; KK110901.

HIRAM WALKER & SONS, INC. SEE Walker
(Hiram) & Sons, Inc.

HIRSH (S. A.) MANUFACTURING CO. ©
Assembly instructions for Hirsh Pre-
Bilt shelving and gondola units.
Sheet. Appl. author: Sander
Allen. © 16Sep55 (in notice:
1952); KK110170.

Hirsh Pre-Bilt self-service shelving.
Pamphlet. Appl. author: Sander
Allen. © 16Sep55; KK110171.

Hirsh Pre Bilt shelving; prices
f. o. b. Skokie, Illinois. List
prices effective Sept. 1, 1955.
Sheet. Appl. author: Sander
Allen. © 20Oct55; KK111523.

Hirsh shelving uprights, the eco-
nomical way to go self-service.
Folder. Appl. author: Sander
Allen. © 31Aug55; KK109825.

Instructions for assembling Hirsh
Showline gondola and half-gondola
self-service shelving units.
Sheet. Appl. author: Sander
Allen. © 20Oct55; KK111524.

List prices for Showline shelving.
Effective Sept. 1, 1955. FZ.
Folder. Appl. author: Sander
Allen. © 14Sep55; KK110168.

List prices for Showline shelving.
Effective Sept. 1, 1955. Z3.
Folder. Appl. author: Sander
Allen. © 14Sep55; KK110166.

List prices for Showline shelving.
Effective Sept. 1, 1955. Z4.
Folder. Appl. author: Sander
Allen. © 14Sep55; KK110167.

List prices standard steel uprights.
Effective Sept. 1, 1955, replaces
all previous lists. Sheet.
Appl. author: Sander Allen.
© 14Sep55; KK110169.

Now, lowest price ever, Hirsh ad-
justable steel shelving uprights,
only \$4.44 your cost. Sheet.
Appl. author: Sander Allen.
© 12Sep55; KK110165.

Now, lowest price ever, Hirsh ad-
justable steel shelving uprights,
only \$6.66 your cost. Sheet.
Appl. author: Sander Allen.
© 12Sep55; KK110164.

This is the key to profitable self-
service. Showline, self-service
shelving, by Hirsh. Folder.
Appl. author: Sander Allen.
© 1Nov55; KK111841.

HIS LORDSHIP PRODUCTS CO. ©

His Lordship Products proudly
presents the finest in original
nautical jewelry. Folder.
© 26Aug55; KK110337.

HOAGUE-SPRAGUE CORP. ©

Fashion Elite. F 327 AB. Shoe
boxes. Label. © 27Oct55;
KK111758.

Kiddie Kubs. K 169 AB. Shoe boxes.
Label. © 24Oct55; KK111434.

Patty-Kate. P-244 B. Shoe boxes.
Label. © 8Aug55; KK109347.

Princess Debs, newest fashions for
the young. P 251 AB. Shoe boxes.
Label. © 7Nov55; KK111872.

[Quill and inkwell] P 233 AB.
Shoe boxes. Label. © 28Jun55;
KK108395.

Wonder Welt, today, the shoe of to-
morrow. W 119 AB. Shoe boxes.
Label. © 26Apr55; KK110376.

HODES-DANIEL CO., INC.

Bank of holiday happiness. Loan ad-
vertising. Sheet. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Service Division;
1Sep55; KK110710.

Fast money service. Holiday money-
gram. Phone for cash today. Loan
advertising. Sheet. Appl. au-
thor: Robert M. Hodes. © Hodes-
Daniel Co., Inc., FCA Service
Division; 1Sep55; KK110700.

For you ... Extra cash for the
holidays. Loan advertising.
Mail folder. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Service Division;
1Sep55; KK110708.

Here's extra money for your family's
holiday. Loan advertising. Sheet.
Appl. author: Robert M. Hodes.
© Hodes-Daniel Co., Inc., FCA
Service Division; 1Sep55; KK110701.

Here's your holiday money, what's
your worry? Loan advertising.
Sheet. Appl. author: Robert M.
Hodes. © Hodes-Daniel Co., Inc.,
FCA Service Division; 1Sep55;
KK110702.

Holiday money for you. Dear Cus-
tomer ... Loan advertising.
Sheet. Appl. author: Robert M.
Hodes. © Hodes-Daniel Co., Inc.,
FCA Service Division; 1Sep55;
KK110704.

Holiday money for you. Would you
like to tuck this extra cash in
your wallet ... Loan advertising.
Sheet. Appl. author: Robert M.
Hodes. © Hodes-Daniel Co., Inc.,
FCA Service Division; 1Sep55;
KK110706.

Holiday money, yours for the asking.
Loan advertising. Sheet. Appl.
author: Robert M. Hodes. © Hodes-
Daniel Co., Inc., FCA Service Di-
vision; 1Sep55; KK110699.

It's in the bag, your holiday money.
Loan advertising. Folder. Appl.
author: Robert M. Hodes. © Hodes-
Daniel Co., Inc., FCA Service Di-
vision; 1Sep55; KK110709.

Keep this card, it's good for cash.
Loan advertising. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Service Division;
1Sep55; KK110711.

Money, still time to get your holi-
day money. Loan advertising.
Folder. Appl. author: Robert M.
Hodes. © Hodes-Daniel Co., Inc.,
FCA Service Division; 1Sep55;
KK110698.

Your direct line to holiday cash
is ... Loan advertising. Sheet.
Appl. author: Robert M. Hodes.
© Hodes-Daniel Co., Inc., FCA
Service Division; 1Sep55; KK110707

Your holiday cash memo. Loan ad-
vertising. Sheet. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Service Division;
1Sep55; KK110703.

Your holiday train. Loan adver-
tising. Sheet. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Service Division;
1Sep55; KK110712.

Your personal credit card, good for
extra cash today, tomorrow or any
time in 1956. Mail folder.
Appl. author: Robert M. Hodes.
© Hodes-Daniel Co., Inc., FCA
Service Division; 1Sep55; KK110705.

HOFFMAN BEVERAGE CO. ©

Another Hoffman quality product,
new Hoffman quality cola, regular
and non-fattening. [Patio scene;
woman with bottles on serving
tray] (In Newsday, July 14, 1955,
p.56) Appl. author: Warwick &
Legler. © 14Jul55; KK109187.

Drinks taste better and you'll feel
better when you mix with Hoffman
... Mixer ad; Scotch, rye, gin
[&] bourbon. (In The Newark eve-
ning news, June 29, 1955, p.28)
Appl. author: Warwick & Legler,
Inc. © 29Jun55; KK112935.

Drinks taste better, you'll feel
better when you mix with Hoffman.
Pale dry ginger ale; steady
sparkle club soda. Mixer ad.
(In The New York times, Aug. 18,
1955, p.24) Appl. author: War-
wick & Legler. © 18Aug55;
KK110197.

Mix with Hoffman, drinks taste
better and you'll feel better.
Bottle pouring into glass. (In
The Newark evening news, July 20,
1955, p.13) Appl. author: War-
wick & Legler, Inc. © 20Jul55;
KK112933.

What the Hoffman label really says
... Bottle pouring into glass.
(In The Poughkeepsie New Yorker,
July 20, 1955, p.29) Appl. au-
thor: Warwick & Legler, Inc.
© 20Jul55; KK112934.

HOLBERT, MILTON R. d.b.a. HOLLY HOLDER
CO. SEE Holly Holder Co.

HOLIHAN BROS. BREWERS.

Brewed under bond means goodness
guaranteed. Holihan's pilsener
beer. (In The Lowell sun, Nov. 15,
1955, p.15) Appl. author: Hoag
& Provandie, Inc. © Holihan Bros.
Brewers, Inc.; 15Nov55; KK111992.

Thanks to your good taste, sales are
up. Holihan's pilsener. (In The
Lawrence eagle-tribune, July 12,
1955, p.7) Appl. author: Hoag &
Provandie, Inc. © Holihan's Bros.
Brewers, Inc.; 12Jul55; KK109215.

HOLLAND (REGINALD H.) INC. ©

Cell life, Dr. Saxe. Vitamins.
Sheet. © 1Aug55; KK109782.

Looking ahead, Dr. Saxe. Vitamin
pills. Sheet. © 30Oct55;
KK110716.

Our past proclaims our future, Dr.
Saxe. Neobon. Vitamin pills.
Sheet. © 12Dec55; KK112643.

HOLLAND PAINT CO., division of TOBIAS
PAINT MANUFACTURING CO. SEE Tobias
Paint Manufacturing Co.

HOLLANDIA CO., INC. ©

What's the latest word on watches?
Marvin, the watchword for in-
creased sales. (In The Jewelers'
circular-keystone, Aug. 1955,
p.82) Appl. author: Needham &
Grohmann, Inc. © 1Aug55; KK109198.

HOLLY HOLDER CO.

Only Cordlift gives you a clear
board for ironing. Electric cord
holder. Display card. © Milton
R. Holbert d.b.a. Holly Holder
Co.; 11Oct55; KK111346.

HOLLY'S.

Chicken Feast-A, world's best fried
chicken. (In The Grand Rapids
herald, Aug. 3, 1955, p.5) Appl.

- author: Ward Webster. © Holly's, Inc. t.a. Holly's; 3Aug55; KK110352.
- HOLLYWOOD BRANDS, INC. ©
Sno-King. Net wt. 2 oz. Candy.
Label. © 21Jun55; KK109493.
- HOLSUM UNIFIED BAKERS. ©
Holsum cinnamon swirl loaf. Net wt. 12 ounces. Bread. Label.
© 4Aug55; KK110829.
- HOMESTEAD MOTOR CAR CO. d.b.a. MA
LEVIN'S HOMESTEAD. SEE Ma Levin's
Homestead.
- HONEY HARBOUR CO., LTD. ©
There is no substitute for Woolite,
the miracle cold water soap. (In
Women's wear daily, Oct. 5, 1955,
p.30) © 5Oct55; KK112409.
- HORNER, A. M. d.b.a. JACK HORNER
FRUIT CO. SEE Horner (Jack) Fruit
Co.
- HORNER (JACK) FRUIT CO.
Fresh Florida fruit from the famous-
for-flavor St. Johns River Valley.
1955-1956 season. (Price list
circular) Folder. © A. M.
Horner d.b.a. Jack Horner Fruit
Co.; 6Nov55; KK111555.
- HOSKINSON INDUSTRIES. ©
A combination never before achieved.
For year round use, the Hoskinson
Shop Heater, incinerator-stove.
Folder. Appl. author: Michael
Fain. © 25Oct55; KK111789.
- HOSPITAL SERVICE OF SOUTHERN CALI-
FORNIA. ©
Convalescence can be fun. Blue
Cross. (In Los Angeles times,
Aug. 2, 1955, pt.1, p.15) Appl.
author: Dan B. Miner Co.
© 2Aug55; KK110995.
- No layoff for protection. Blue
Cross. (In Los Angeles examiner,
Sept. 20, 1955, section 3, p.16)
Appl. author: Dan B. Miner Co.
© 20Sep55; KK110798.
- Now you can belong to Blue Cross.
(In The Register, Santa Ana,
Calif., Aug. 9, 1955, p.44)
Appl. author: Dan B. Miner Co.
© 9Aug55; KK110996.
- Serving American industry. Blue
Cross. (In Santa Barbara news-
press, July 13, 1955, p.A-14)
Appl. author: Dan B. Miner Co.
© 13Jul55; KK110118.
- HOUSE OF FROTHEE, INC.
Frothee, the original creamy head.
Contents 8 fluid ounces. Bever-
ages. Label. Appl. author: Lola
Frank. © House of Frothee, Inc.;
30Oct55; KK112442.
- HOWARD BLACK CHERRY CO. SEE Black
(Howard) Cherry Co.
- HOWARD'S CLOTHING CO.
Go back-to-school in style with new
jackets from Howard's. No money
down, 6 months to pay. (In San
Francisco chronicle) © Howard's
Clothing Co., a co-partnership
consisting of Benjamin Friend,
Eugene L. Friend & Mollie Friend;
29Aug55; KK109886.
- King of Style; just arrived, new
fall Sovereign suits. (In San
Francisco examiner, v.203, no.134,
section 2, p.7) © Howard's
Clothing Co., a co-partnership
consisting of Benjamin Friend,
Eugene L. Friend & Mollie Friend;
11Nov55; KK112036.
- HUBBARD, ETHEL. ©
This kit contains instructions, cut
material and pieces for two heir-
loom Christmas stockings, designed
and manufactured by Ethel Hubbard
Designs, Inc. Folder. © 3Sep55;
KK111486.
- HUBER (H. C.) CONSTRUCTION CO., INC. ©
It is the responsibility of everyone
to see that the new home purchaser
gets honest value for his money.
Huber homes. Circular. Appl.
author: Hutzler & Long, Inc.
© 20Aug55; KK109728.
- Success story with a guarantee.
Huber homes. 6 p. Appl. author:
Hutzler & Long, Inc. © 20Aug55;
KK109729.
- HUDNUT, RICHARD. ©
Richard Hudnut end curl permanent.
Folder. © 14Jul55; KK109318.
- HUDSON (H. D.) MANUFACTURING CO. ©
Live outside and love it with the
help of Hudson sprayers and
dusters. Simplex; Dus-Quik;
Favorite ... © 25May54; KK112253.
- Turn work to play, best buy, new
10-gallon Hudson Suburban. Spray-
ers & dusters. © 25May54;
KK112254.
- HUNT, CHARLES M., JR.
The Surfliner. Boat. Sheet.
© Charles Morton Hunt, Jr.;
10Sep55; KK109955.
- The Surfliner, the boat with the
Walk-Thru windshield; outboard or
inboard. Label. © Charles Mor-
ton Hunt, Jr.; 10Oct55; KK111241.
- The Walk-Thru windshield, by Small-
craft. Label. © Charles Morton
Hunt, Jr.; 10Oct55; KK111240.
- HUNT FOODS, INC. ©
Oh, mamma mia, wait till you taste
chicken cacciatora made with
Hunt's tomato paste. (In Chicago
tribune magazine, June 12, 1955,
p.3) Appl. author: Young &
Rubicam, Inc. © 12Jun55; KK108494.
- Oh, mamma mia, wait till you taste
pizza made with Hunt's tomato
paste. (In Chicago tribune maga-
zine, June 5, 1955, p.5) Appl.
author: Young & Rubicam, Inc.
© 5Jun55; KK108495.
- Oh, mamma mia, wait till you taste
polpetta made with Hunt's tomato
paste. (In Chicago tribune maga-
zine, June 19, 1955, p.5) Appl.
author: Young & Rubicam, Inc.
© 19Jun55; KK108493.
- Oh, mamma mia, wait till you taste
spaghett sauce made with Hunt's
tomato paste. (In McCall's, June
1955, p.85) Appl. author: Young
& Rubicam, Inc. © 19May55;
KK108496.
- What's the flavor surprise in Hunt's
new pork and beans? (In Los An-
geles times, June 5, 1955, p.52)
Appl. author: Young & Rubicam,
Inc. © 5Jun55; KK108497.
- HUNTER (H. B.) CO., INC. ©
Grape smash syrup. Contents 1 gal-
lon. Label. Appl. author: Henry
B. Hunter, Jr. © 22Sep55;
KK110405.
- HYNES ELECTRIC HEATING DIVISION,
TURBINE EQUIPMENT CO. SEE Turbine
Equipment Co.
- I
- I. C. COMPOUND CO. ©
Roll-R-Wash, no.1 and no.2 solution.
Cleaning solvent. Label.
© 15Feb55; KK110993.
- I-S ULTD, INC. ©
Bali, the best word game under the
sun. Label. Appl. author:
Gloria Strang. © 1Jul54; KK109542.
- ICY-ADE PRODUCTS CO.
Icy-Ade; imitation cherry flavor.
1 ounce net weight. Powdered
concentrates or base for soft
drinks. Label. © William R.
Hattem, Mary F. Hattem & Anthony
R. McClanahan d.b.a. Icy-Ade Prod-
ucts Co.; 2Aug55; KK111207.
- IDAHO BARTILE CO. ©
Roofing specifications. World's
finest roofing tile ... Folder.
© 1Jun55; KK108545.
- IDEAL FURNITURE CO.
June nineteenth is Ideal. (In
Charleston daily mail, Charleston,
W. Va., May 24, 1955, p.6)
© Donald H. Deutsch d.b.a. Ideal
Furniture Co.; 24May55; KK112326.
- ILLINOIS WATCH CASE CO. d.b.a. ELGIN
AMERICAN. SEE Elgin American.
- IMPERIAL CHINA CO.
Free, the 7-times-5 way. Collect
as many units of modern tableware
as you wish, by shopping here reg-
ularly. Sheet. © Imperial China
Co., James Marion, owner; 10Nov55;
KK112685.
- The Multiple \$5 Tape promotion
franchise exclusive. Premiums.
Sheet. © Imperial China Co.,
owner, James Marion; 17Jun55;
KK110251.
- Presenting, the Multiple \$5 Sales
promotion, stacks up the blue
chips higher, pays \$ off. Premi-
ums. Sheet. © Imperial China
Co., owner, James Marion; 17Jun55;
KK110252.
- The 7-Times-5 Plan returns more for
your money. Premiums. Sheet.
© Imperial China Co., owner,
James Marion; 10Jun55; KK108897.
- IMPERVIOUS PAINT & VARNISH CO. ©
Impervious, the king of finishes,
at your command. Folder.
© 2Sep55; KK110846.
- INDIANAPOLIS MORRIS PLAN CORP. ©
Additional provisions of note.
(Check-Note) Loan. Sheet.
© 20Aug55; KK111342.
- INDUSTRIAL COUPLER CO. ©
Petromatic, amazing new, fast-
coupling, all-aluminum coupler.
Sheet. Appl. author: Vernon L.
Cary. © 12Apr55; KK109485.
- INGLETT, EARLIE D. d.b.a. DRY COLA
SYRUP CO. SEE Dry Cola Syrup Co.
- INJECTION PLASTIC CORP. ©
Flat-back planter designed to fit
narrow window sills, mantels and
shelves. Card. © 27Jun55;
KK108824.
- INSON, RALPH E. d.b.a. INSON CHEMICAL
INDUSTRIES. SEE Inson Chemical
Industries.
- INSON CHEMICAL INDUSTRIES.
Minit Kleen, cleans almost every-
thing. 1 pt. Label. © Ralph
E. Inson d.b.a. Inson Chemical
Industries; 12Jan55; KK108820.
- INSTANT FOOD CORP. ©
High protein pack Instant Sereno,
the original all-purpose Instant
concentrated food. Net weight
21 ozs. Label. Appl. author:
William C. Gsell. © 27Jun55;
KK108484.
- Low calorie pack Instant Sereno, the
original all-purpose Instant con-
centrated food. Net weight 21
ozs. Label. Appl. author: Wil-
liam C. Gsell. © 27Jun55;
KK108485.

INSTANT FOOD CORP. © Cont'd.

Regular pack Instant Sereno, the original all-purpose Instant concentrated food. Net weight 21 ozs. Label. Appl. author: William C. Gsell. © 27Jun55; KK108486.

INTERNATIONAL ARTS & CRAFTS. ©

Hand-carved imported East African wonders in wood. Jewelry items. Label. Appl. author: Ronda R. Rosenbloom & Morris V. Rosenbloom d.b.a. Ronda H. Robins. © 18Nov55; KK111904.

INTERNATIONAL BUSINESS MACHINES CORP. ©

Hitch up to a new workhorse. The IBM 650 ... data processing. (In The Wall Street Journal, Oct. 31, 1955, p.5) Appl. author: Benton & Bowles, Inc. © 31Oct55; KK112862.

Now, step up operating efficiency automatically, new IBM central control system. (In Business week, Oct. 22, 1955, p.69) Appl. author: Benton & Bowles, Inc. © 21Oct55; KK112860.

Now, you can be in 40 different places at once. New IBM central control system. (In Business week, July 2, 1955, p.43) Appl. author: Benton & Bowles, Inc. © 1Jul55; KK112861.

Secretary and boss agree. IBM electric typewriters outsell all other electrics combined. Dear Mr. A ... Dear Miss L ... (In Business week, Apr. 30, 1955, p.149) Appl. author: Benton & Bowles, Inc. © 30Apr55; KK108795.

Secretary and boss agree, IBM electric typewriters outsell all other electrics combined. Dear Mr. A ... Dear Miss L ... (In Life, Apr. 25, 1955, p.68-69) Appl. author: Benton & Bowles, Inc. © 21Apr55; KK108550.

Secretary and boss agree, IBM electric typewriters outsell all other electrics combined. Dear Mr. R ... Dear Miss S ... (In Business week, May 28, 1955, p.20) Appl. author: Benton & Bowles, Inc. © 28May55; KK108551.

Secretary and boss agree, IBM electric typewriters outsell all other electrics combined. She looks at it this way ... He looks at it this way ... (In The Saturday evening post, June 25, 1955, p.121) Appl. author: Benton & Bowles, Inc. © 23Jun55; KK108611.

Secretary and boss agree. Only the Executive electric types beautiful letters that look like this ... (In Time, Sept. 12, 1955, p.70) Appl. author: Benton & Bowles, Inc. © 7Sep55; KK111116.

Secretary and boss agree, the IBM electric does more for you than any other typewriter. She's got to hand it to the boss ... He says the IBM electric ... (In Life, Sept. 26, 1955, p.111) Appl. author: Benton & Bowles, Inc. © 22Sep55; KK112858.

Secretary and boss agree, the IBM Executive electric types America's most distinguished letters. To the men who sign the letters ... To the girls who type the letters ... (In Life, Oct. 31, 1955, p.8) Appl. author: Benton & Bowles, Inc. © 27Oct55; KK112859.

Through IBM research, another first for business: the IBM 608 transistor calculator. Folder. Appl. author: International Business

Machines Corp., employer for hire of George William Dick. © 29Aug55; KK111115.

INTERNATIONAL CELLUCOTTON PRODUCTS DIVISION, KIMBERLY-CLARK CORP. SEE Kimberly-Clark Corp.

INTERNATIONAL ELECTRIC CO. ©

Next time, build a Fence-O-Matic, electric fence. (In The Progressive farmer, July 1955, p.90) Appl. author: Lloyd Wilbur Byrnes. © 1Jul55; KK108388.

INTERNATIONAL HARVESTER CO. ©

500 winners ... Win your choice of a new IH refrigerator, freezer or air conditioner in International Harvester's \$200,000 sweepstakes. (In Parade, magazine section (Chicago sun-times), July 17, 1955, p.14-15) Appl. author: Leo Burnett, Inc. © 17Jul55; KK108848.

\$200,000 sweepstakes. Refrigeration products. (In The Saturday evening post, Aug. 6, 1955, p.103) Appl. author: Leo Burnett, Inc. © 6Aug55; KK109237.

INTERNATIONAL LATEX CORP. ©

All new Playtex Magic-Controller with new magic fingers holds you in beautifully - in wonderful comfort. Girdles. P1137. Stuffer. © 20Oct55; KK112433.

Big savings on big Playtex Heart-Rest pillows. Ad no.P5228. Sheet. © 20Jul55; K109696.

Discontinued style reduced to \$4.99. Playtex Magic-Controller ... Girdles. P1133. Display card. © 13Sep55; KK111181.

Fajas Playtex. Instruction sheet for Playtex girdles. P1110S. © 20Jul55; KK109697.

The fashion line is the long line and Playtex introduces the perfect bra for it, new Playtex Living bra in long line ... Ad no.BR41. Sheet. © 19Oct55; KK112423.

The fashion line is the long line and Playtex introduces the perfect bra for it, new Playtex Living bra in long line ... Ad no. BR 42. Sheet. © 19Oct55; KK112424.

For maximum sales and profits. (New Magic-Controller girdle demonstrator) P302-360. Instruction sheet. © 17Nov55; KK112435.

French lift plus fabulous fit. New Playtex High Style bra. P1094. Window sticker. © 23May55; KK109689.

Gay gift note for Christmas Cherubs, Playtex Twinkle Party Pants. Ad no.105-120. Sheet. © 10Nov55; KK112427.

Have softer, smoother, lovelier hands in 9 days, plus protected manicures. Use Playtex Living gloves. Ad no.B198. Sheet. © 18Aug55; KK111167.

Heavenly comfort, all day long. Now in D-cup size too. New Playtex Living bra. 3-figure hairbrush bra strobe, large bra picture, B&W. (In McCall's, Aug. 1955, p.15) Appl. author: Foote, Cone & Belding. © 21Jul55; KK109028.

Heavenly comfort, all day long, now in D-cup sizes, too. New Playtex Living bra. 3-figure hairbrush strobe, bra picture. (In This week magazine, Aug. 28, 1955, p.26) Appl. author: Foote, Cone & Belding. © 28Aug55; KK110148.

Heavenly comfort, all day long, now, in D-cup size too. New Playtex Living bra. 5-figure, hairbrush,

blond strobe; large bra photo; B&W. (In Good housekeeping; Sept. 1955, p.22) Appl. author: Foote, Cone & Belding. © 20Aug55; KK109573.

Here's why Playtex will now be no.1 in supermarkets. Baby pants, bibs & gloves. Supermarket presentation folder. P1143. © 20Oct55; KK112431.

Hip, hip, hooray. Playtex presents Fabricon, a new miracle material for new miracle control. Playtex Magic-Controller ... Girdles. P1156. Display card. © 9Nov55; KK112430.

How to assemble your no.594 Playtex Twinkle Party Pant counter merchandiser. P1134. Sheet. © 7Sep55; KK111171.

Imagine, your baby in the sheer luxury of pure silk. Playtex silk panty, waterproofed. P1126. Display card. © 19Aug55; KK111179.

In 1955, the sensational Playtex swim cap produced record-breaking sales ... Playtex holds the price line ... Presentation sheet 602-111. © 11Nov55; KK112422.

The inside story of fabulous Playtex girdles. This is the Magic-Controller ... Strobe on newsprint, kitten photo insert, bra line drawing & squib. (In Life, Nov. 22, 1954, p.15) Appl. author: Foote, Cone & Belding. © 19Nov54; KK109030.

Introduces an amazing new girdle material, figure-slimming Fabricon. Ad no.G450A. 5 columns wide by 200 lines deep. Sheet. © 4Aug55; KK111168.

Introduces an amazing new girdle material, figure-slimming Fabricon. Ad no. G451A. 4 columns wide by 150 lines deep ... Sheet. © 4Aug55; KK111170.

Introducing new Playtex light-weight girdle made of figure-slimming Fabricon, downy-soft cotton and latex. P1104ST. Streamer. © 30Aug55; KK111177.

Introducing Playtex Twinkle Party Pants. P1128. Streamer. © 12Sep55; KK111176.

Introducing the exciting new Playtex bra that gives you French 1-1-f-t plus fabulous fit, new Playtex High Style bra. B&W; drawing; branches; strobe. (In The New York times magazine, May 22, 1955, p.2) Appl. author: Foote, Cone & Belding. © 22May55; KK108323.

Introducing the first girdle to give you that French look and the freedom you love, new Playtex High Style girdle. B&W, full p. line drawing, small 3-figure strobe, bra insert picture & squib. (In Life, Apr. 11, 1955, p.7) Appl. author: Foote, Cone & Belding. © 8Apr55; KK108978.

Introducing the first girdle to give you that French look and the freedom you love, new Playtex High Style girdle. B&W, 1/2 p. fashion line drawing, small 3-figure strobe, bra insert, picture & squib. (In Life, May 9, 1955, p.19) Appl. author: Foote, Cone & Belding. © 6May55; KK108979.

Introducing the first girdle to give you that French look and the freedom you love, new Playtex High Style girdle. Small 3-figure strobe, large fashion drawing, insert of bra squib & photo. (In

- Good housekeeping, Aug. 1955, p.17)
Appl. author: Foote, Cone & Belding. © 20Jul55; KK109163.
- Introducing the first girdle to give you that French look and the freedom you love, New Playtex High Style girdle. 3-figure strobe, drawing of fashion figure & admiring male, bra picture insert. (In True love stories, May 1955, p.19) Appl. author: Foote, Cone & Belding. © 7Apr55; KK109583.
- Introducing the first girdle to give you that French look and the freedom you love, new Playtex High Style girdle. 3-figure strobe; fashion drawing, bra drawing & squib insert. (In Photoplay, Apr. 1955, p.19) Appl. author: Foote, Cone & Belding. © 8Mar55; KK109586.
- Introducing the first girdle to give you that French look and the freedom you love, new Playtex High Style girdle. 3-figure strobe, insert for bra & bra squib. (In Life, Mar. 7, 1955, p.19) Appl. author: Foote, Cone & Belding. © 4Mar55; KK108976.
- It's new, it's beautiful, Playtex Magic Controller holds you in beautifully, in wonderful comfort. Ad no. G459. Sheet. © 4Nov55; KK112426.
- It's new, it's beautiful, Playtex Magic Controller holds you in beautifully, in wonderful comfort. Girdles. Ad no. G457. Sheet. © 19Oct55; KK112425.
- It's time to be narrow minded, say top fashion designers; and no girdle in all the world trims 'n slims like a Playtex. Designer-endorers: Platttry, Owen, Fauth; small strobe, 3 models in main picture. (In Seventeen, May 1954, p.5) Appl. author: Foote, Cone & Belding. © 1May54; KK109164.
- Last time this year Playtex Heart Rest pillows at big savings. B&W; movie film; 3-figure strobe girl in nightgown with pillow. (In Life, Aug. 1, 1955, p.39) Appl. author: Foote, Cone & Belding. © 29Jul55; KK109065.
- Molds you, holds you, pampers you, Playtex Magic-Controller. Black background, solarized model, strobe, 3 small inserts, Playtex Living bra squib. (In The New York times magazine, Jan. 16, 1955, p.2) Appl. author: Foote, Cone & Belding. © 16Jan55; KK108981.
- Molds you ... holds you ... pampers you, Playtex Magic-Controller. Solarized model, strobe, B&W 1/2 p. ad. (In Life, Jan. 24, 1955, p.121) Appl. author: Foote, Cone & Belding. © 21Jan55; KK108324.
- The naked truth about the girl in the locker room. Introducing the new Playtex High Style panty brief. B&W, bra squib. (In Glamour, July 1955, p.7) Appl. author: Foote, Cone & Belding. © 22Jun55; KK109026.
- The naked truth about the girl in the locker room. Introducing the new Playtex High Style panty brief. Locker-room picture; small 4-figure strobe; Magic-Controller panty brief & Living bra squib. (In The New York times magazine, June 19, 1955, p.2) Appl. author: Foote, Cone & Belding. © 19Jun55; KK109312.
- Neu, Playtex light-weight feder-leichter Gürtel. P1116G. Stuffer. © 3Aug55; KK109694.
- New, made of an amazing new waterproof material never before used in baby pants. Playtex Powder Puff pants. (In The American weekly, Sept. 18, 1955, p.27) Appl. author: Reach, Yates & Mattoon, Inc. © 18Sep55; KK110489.
- New, sure way to lovelier hands in only 9 days. Playtex Living gloves. (In Parade, Oct. 30, 1955, p.30) Appl. author: Reach, Yates & Mattoon, Inc. © 30Oct55; KK111993.
- Newest, cutest nursery fashion from Playtex Park. Hey, mom, look, stars and ruffles, too. New Playtex Twinkle Party Pants. (In True story, Dec. 1955, p.15) Appl. author: Reach, Yates & Mattoon, Inc. © 10Dec55; KK112398.
- Now America's most successful new bra, the Playtex Living bra, in rich, absolutely color-fast black. P1127. Folder. © 10Aug55; KK111185.
- Now get complete protection from detergents, cleansers, bleaches, lovelier hands in 9 days. Playtex Living gloves. (In The American weekly) Appl. author: Reach, Yates & Mattoon, Inc. © 25Sep55; KK111027.
- Now get complete protection from detergents, cleansers, bleaches, lovelier hands in 9 days. Playtex Living gloves. (In The New York times magazine, Oct. 23, 1955, section 6, p.2) Appl. author: Reach, Yates & Mattoon, Inc. © 23Oct55; KK111538.
- Now, heavenly comfort all day long, for every summer activity. New Playtex Living bra. B&W, tennis strobe, bra picture insert. (In Sunday news coloroto magazine, July 10, 1955, p.5) Appl. author: Foote, Cone & Belding. © 10Jul55; KK109025.
- Now, heavenly comfort, all day long, for every summer activity, new Playtex Living bra. Tennis photo, bra close-up. (In Charm, July 1955, p.8) Appl. author: Foote, Cone & Belding. © 29Jun55; KK109165.
- Now, heavenly comfort all day long, for every summer activity, new Playtex Living bra. Tennis strobe. (In True story, Aug. 1955, p.21) Appl. author: Foote, Cone & Belding. © 5Jul55; KK109585.
- Now, magic fingers to control those calorie-curves. New Playtex Magic-Controller. Strobe across large photo of girdle, 2 insert pictures. (In Mademoiselle, Sept. 1954, p.8) Appl. author: Foote, Cone & Belding. © 29Aug54; KK108982.
- Now \$1.00, Playtex waterproofed silk panties ... P1118. Streamer. © 8Aug55; KK111174.
- No. 592 Playtex infants' wear gondola merchandiser; assembly instructions, display arrangement. P1129. Sheet. © 24Aug55; KK111172.
- Overnight, this bra has become a startling success ... New Playtex Living bra, custom-contoured ... B&W, fitting room insert, 4-figure branches bra strobe. (In The New York times magazine, Dec. 19, 1954, p.2) Appl. author: Foote, Cone & Belding. © 19Dec54; KK109027.
- Pare down with a Playtex and be the apple of his eye, say famous fashion designers. Neiman, Platttry, Franklin endorers; [three models with apples] Playtex Living girdles & bras. (In Seventeen, Oct. 1954, p.5) Appl. author: Foote, Cone & Belding. © 10Oct54; KK109971.
- Perfect fit any way you look at it. New Playtex Living bra, custom-contoured ... 3-figure telephone blond strobe, insert bra photo. (In Life, May 23, 1955, p.11) Appl. author: Foote, Cone & Belding. © 20May55; KK109029.
- Perfect fit any way you look at it. New Playtex Living bra of elastic and nylon. Blond, branches, 3-figure strobe. (In Life, Feb. 21, 1955, p.13) Appl. author: Foote, Cone & Belding. © 18Feb55; KK108977.
- Perfect fit any way you look at it. New Playtex Living bra of elastic and nylon. Blond, 3-figure hair-brush strobe, bra picture insert. (In Life, Mar. 21, 1955, p.31) Appl. author: Foote, Cone & Belding. © 18Mar55; KK108980.
- Playtex Cover-All Sr. bib, exclusive smock tailoring for all around protection while eating, painting, coloring, playing. No. 423. Label. © 10Aug55; KK111182.
- Playtex Dress-Eez baby panties. Soft, gingham-checked plastic; won't crack, chip or peel. P1090. Streamer. © 10Jun55; KK109691.
- Playtex Dryper. Soft, flushable cellulon pads, waterproof plastic snap-on panties. P1091. Streamer. © 10Jun55; KK109692.
- Playtex feeder bib. Exclusive design protects shoulders, too. No. 420. Label. © 10Aug55; KK111184.
- Playtex introduces the amazing new girdle material, figure slimming Fabricon. Sensational new Playtex light-weight girdle. Small 4-figure strobe in black box, laughing girdle model in negligee. (In The New York times magazine, Aug. 28, 1955, p.2) Appl. author: Foote, Cone & Belding. © 28Aug55; KK110147.
- Playtex introduces the greatest new material in girdle history, figure slimming Fabricon. Sensational new Playtex light-weight girdle ... 4-figure strobe in black box; large laughing girdle model in negligee. (In This week magazine, Aug. 28, 1955, p.36) Appl. author: Foote, Cone & Belding. © 28Aug55; KK109972.
- Playtex light-weight girdles, in gay palette colors, add spice to your under-cover life. 2 color light weight girdle promotion mat ad [woman wearing red girdle] Sheet. © 6Oct55; KK112266.
- Playtex Living gloves ... The newest and best industrial glove for men and women. P1087. Sheet. © 18Jul55; KK109695.
- Playtex Magic-Controller, now 4.99 ... Girdles. Ad no. G453. Sheet. © 6Sep55; KK111166.
- Playtex Magic-Controller, now 4.99 ... Girdles. Ad no. G455. Sheet. © 6Sep55; KK111165.
- Playtex puts Life into your August white sale for the biggest volume ever. P1100. Pillows. Folder. © 13Jun55; KK109700.

INTERNATIONAL LATEX CORP. © Cont'd.

Playtex terry bib. Exclusive shirred design for shoulder protection. No. 421. Label. © 10Aug55; KK111183.

Playtex, the name mothers trust for baby's comfort. Baby pants. P1124. Top sign for no. 592 gondola display. © 16Aug55; KK112421.

Playtex, the name mothers trust for baby's comfort ... Playtex waterproofed silk panties ... P1120. Streamer. © 8Aug55; KK111173.

Playtex waterproofed silk baby panties. Gossamer-thin, handloomed ... P1089. Streamer. © 10Jun55; KK109690.

Promotion plans for July 1955. Playtex bras, girdles, baby needs & pillows. Calendar. © 17Jun55; KK109693.

Protect your hands from harsh soaps and detergents and save your manicures. Playtex Living gloves ... Ad no. B196. Sheet. © 12Aug55; KK111169.

Sale discontinued styles, Playtex Magic-Controller girdles, with magic finger panels for tummy-control, waist-whittling non-roll top ... P994B. Streamer. © 8Sep55 (in notice: 1954); KK111178.

Sale, Playtex High Style bra, limited time only \$2.47 ... Ad no. 404-121. Sheet. © 2Nov55; KK112428.

Sale, Playtex High Style bra, limited time only \$2.47 ... Ad no. 404-122. Sheet. © 2Nov55; KK112429.

Save \$4 a pair on nationally advertised Playtex Heart-Rest pillows, first quality. P504-090. Stuffer. © 28Oct55; KK112432.

Save your hands and manicures from damaging detergents, soaps and bleaches. Playtex hand-saver gloves ... P1125. Display card. © 12Aug55; KK111180.

So light, so cool, so comfortable, Playtex waterproofed silk panty. [Baby girl & boy kissing] (In Life, July 11, 1955, p. 115) Appl. author: Reach, Yates & Mattoon, Inc. © 11Jul55; KK108689.

This is important: Here's the easiest way to put on and take off your Playtex girdle and insure longer wear. Playtex girdles with garters. P799-361. Instruction sheet. © 28Nov55; KK112434.

This is Living bra. Playtex Living bra makes you free, lithe and beautiful with heavenly comfort. Black bra reference. P1136. Sheet. © 30Sep55; KK111438.

Top designers agree: slim summer fashions start with a Playtex figure. See how Playtex fabric lined panty brief narrows ... Model in slacks & coolie hat; 4-figure strobe; Emilio of Capri, designer - endorser. (In Made-moiselle, Aug. 1954, p. 49) Appl. author: Foote, Cone & Belding. © 29Jul54; KK109584.

We feature Playtex powder puff pants made of amazing Koofab. P1119. Streamer. © 8Aug55; KK111175.

What's the secret of their softness? Gay, gingham-checked Playtex, waterproof, Dress-Eez, snap pants. (In True story, Nov. 1955, p. 108) Appl. author: Reach, Yates & Mattoon, Inc. © 7Oct55; KK111345.

Your favorite girdle in the slim tube is on sale. Playtex girdles. Ad no. G424A. Sheet. © 19May55 (in notice: 1954); KK109699.

Your favorite girdle in the slim tube is on sale. Playtex girdles. Ad no. G427A. Sheet. © 19May55 (in notice: 1954); KK109698.

INTERNATIONAL NICKEL CO., INC. © How International Nickel finds out what the wild waves are saying. (In Newsweek, Nov. 14, 1955, p. 69) © 10Nov55; KK111950.

Nickel-bearing skin makes New York's newest skyscraper one of its brightest spectacles. Inco nickel. (In Time, Sept. 5, 1955, p. 63) © 18Aug55; KK109867.

What's beyond the sound barrier? More speed, more heat, more reason than ever for the aviation industry to plan Inco nickel into its future. (In Newsweek, July 4, 1955, p. 14) © International Nickel Co., Inc.; 30Jun55; KK108797.

INTERNATIONAL PAPER CO. © Farmers attending a selective cutting demonstration. Group meetings. Nov. 1955 calendar. © 17Oct55; KK111082.

Fire fighting. Aug. 1955 calendar. © 15Jul55; KK108850.

A southern tree stand fifteen years after planting. Planting 1000 little trees an hour. Dec. 1955 calendar. © 22Nov55; KK112101.

Utilization of hardwood. Rayon pulp in process. Oct. 1955 calendar. © 15Sep55; KK110222.

Wild life thrives in a healthy forest. Good forest management maintains wild life. Sept. 1955 calendar. © 15Aug55; KK109338.

INTERSTATE DIE CUTTING CO. Down come costs on your die cut components. Folder. Appl. author: M. Lee Scott. © Interstate Die Cutting Co., Inc.; 10Oct55; KK111086.

INTERSTATE PRECISION PRODUCTS CORP. © Compact, your key to success. Vacuum cleaner & accessories. 91 p. © 25Jul55; KK109217.

IRON FIREMAN MANUFACTURING CO. © Now, a thermostat in every room including bathrooms, with Iron Fireman SelecTemp, a new type of central heating system. (In House & home, Apr. 1954, p. 18) Appl. author: Joseph R. Gerber Co. © 26Mar54; KK110121.

12 plans for home heating and air conditioning, by Iron Fireman. 31 p. Appl. author: Joseph R. Gerber Co. © 20Apr54; KK112143.

IRON LUNG VENTILATOR CO. © The new AlumaLung roof exhauster. Sheet. Appl. author: Benton G. L. Dodge. © 10Dec55; KK112573.

J & R PRODUCTS CO. Fish hook holder. Card. Appl. author: Stanley Delano. © Robert T. Reed d.b.a. J & R Products Co.; 24Jun55; KK110358.

JACK & HEINTZ, INC. © 450° F tachometer generator meets modern jet engine requirements. (In Aviation week, June 13, 1955, p. 140) Appl. author: Edward J. Martin. © 10Jun55; KK108618.

Jack & Heintz A-C system powers Convair F-102A. Precision machinery. (In American aviation, Dec. 19, 1955, p. 8-9) Appl. author: Edward J. Martin. © 19Dec55; KK112906.

Jack & Heintz supplies customized motor components for Myers submersible pumps. (In Machine design, July 1955, p. 238-239) Appl. author: Edward J. Martin. © 7Jul55; KK108830.

Now, a powerful electric starter for midget turbojets. (In American aviation, Nov. 7, 1955, p. 14) Appl. author: Edward J. Martin. © 7Nov55; KK111801.

3000-VA inverters designed especially for commercial airlines. Product data. J & H file no. 1344. Folder. Appl. author: Robert E. Denega. © 23Sep55; KK110409.

JACK HORNER FRUIT CO. SEE Horner (Jack) Fruit Co.

JACKSON & CHURCH CO. © Jackson & Church coppertone series. Winter air conditioners; oil fired; gas fired. Sheet. Appl. author: Harold M. Foehl Associates. © 30Oct55; KK111028.

Specifications and price list. Catalog no. 255. Aug. 15, 1955. Heating units. Pamphlet. Appl. author: Harold M. Foehl Associates. © Jackson & Church Furnace Division, Jackson & Church Co.; 28Apr55; KK111029.

JACKSON & CHURCH FURNACE DIVISION, JACKSON & CHURCH CO. SEE Jackson & Church Co.

JACKSON TACKLE CO. © Night crawler harness. (Night crawler tackle) Folder. Appl. author: Max. A. Mygrants. © 6Sep55; KK109956.

JAMES, INC. © Patents granted on the only Wall-of-Water dishwasher scrubbing-action. (In Life, Sept. 20, 1954, p. 48) © 20Sep54; KK109835.

What dishwasher fits 18-inch opening, is full-size, can even match custom cabinets? James dishwashers and disposers. (In House and home, Sept. 1954, p. 15) © 1Sep54; KK109216.

JAMES INDUSTRIES, INC. © Susie, the lovable Slinky Worm. No. 250. Pull toy. Label. © 8Aug55; KK110529.

JAMISON MANUFACTURING CO. © Jamison SaFlite safety swing seats. Recreation equipment. Sheet. © 16Mar55; KK108699.

JANNEY, SEMPLE, HILL & CO. © Holiday values. Wonderland of toys. Sheets. General merchandise. © 31Aug55; KK109834.

JAY & JAY CO. © Zit-Zingo, the travel game, keeps children occupied while riding. Label. Appl. author: Dallas B. John. © 12Nov55; KK111765.

JEFFREY-ALLAN INDUSTRIES, INC. Newest highway to big profits, the Jeffrey-Allan F-80 crash-belt. Sheet. © Seymour Kulwin d.b.a. Jeffrey-Allan Industries, Inc.; 30Sep55; KK110669.

JEWEL LABORATORIES. © Stixon, self-sizing plastic adhesive. Net contents 1/2 pint U. S. measure. Label. Appl. author: Jewell Shapiro. © 15Dec55; KK112809.

JIFFIX WASHER CO.

Jiffix turbulent washer. Sheet.
© Emra L. Alford d.b.a. Jiffix
Washer Co.; 28Jun55; KK108560.

JOBBER PRODUCT PUB. CORP. ©

Jobber product news, the only product news tabloid for automotive jobbers. Sheet. Appl. author: Emil G. Stanley. © 8Dec54; KK108526.

JOHN DRITZ & SONS. SEE Dritz (John) & Sons.**JOHN GROSS & CO. SEE Gross (John) & Co.****JOHN H. BRECK, INC. SEE Breck (John H.) Inc.****JOHN J. CRAWLEY & CO., INC. SEE Crawley (John J.) & Co., Inc.****JOHN MORRELL & CO. SEE Morrell (John) & Co.****JOHN OSTER MANUFACTURING CO. SEE Oster (John) Manufacturing Co.****JOHN S. BARNES CORP. SEE Barnes (John S.) Corp.****JOHNSON (S. C.) & SON, INC. ©**

Easy does it, no rubbing needed. Pride. Liquid furniture wax. (In Woman's home companion, Oct. 1955, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 22Sep55; KK110303.

New, saves work. New, won't scuff. Johnson's wax, Super Hard Gloss Glo-Coat ... (In Duluth herald, Sept. 13, 1955, p.19) Appl. author: Needham, Louis & Brorby, Inc. © 13Sep55; KK111062.

New, saves work, won't scuff, shine stays bright and tough. A product of Johnson's wax, super, hard gloss Glo-Coat. (In Parade, Sept. 11, 1955, p.9) Appl. author: Needham, Louis & Brorby, Inc. © 11Sep55; KK109944.

JOHNSON, THOMAS C.

Johnson-crafts; assembly chart. Toy. © Thomas C. Johnson (in notice: Johnson); 9Aug55; KK108294.

JOHNSON & JOHNSON, CHICAGO.

Best seller, best money maker. Rapid-Flo, fibre bonded, filter disks. (In Chain store age, grocery executives ed., July 1955, p.90) Appl. author: Wesley Aves & Associates, Inc. © Filter Products Division, Johnson & Johnson; 30Jun55; KK108852.

Delight everyone with these unique dolls you make yourself with J & J Rapid-Flo disks. Sheet. Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 1Jan54; KK108793.

Dependable, year after year. Rapid-Flo filter disks. (In Milking shorthorn journal, Aug. 1955, p.29) Appl. author: Wesley Aves & Associates, Inc. © Filter Products Division, Johnson & Johnson; 1Aug55; KK111539.

Get 2-way championship performance. Rapid-Flo, filter disks. (In Hoard's dairyman, Dec. 10, 1955, p.1107) Appl. author: Wesley Aves & Associates, Inc. © Filter Products Division, Johnson & Johnson; 1Dec55; KK112613.

Look to the leader for reliable performance. Rapid-Flo filter disks. (In The Farmer, Oct. 15, 1955, p.60) Appl. author: Wesley Aves & Associates, Inc. © Filter Products Division, Johnson & Johnson; 1Oct55; KK111542.

Performance makes the champion.

Rapid-Flo filter disks. (In Successful farming, Sept. 1955, p.112) Appl. author: Wesley Aves & Associates, Inc. © Filter Products Division, Johnson & Johnson; 1Sep55; KK111541.

Tips to sanitarians, the producer's best milk check, a Rapid-Flo check-up for mastitis and sediment. Filter disks. (In Journal of milk & food technology, July 1955, p.1) Appl. author: Wesley Aves & Associates, Inc. © Filter Products Division, Johnson & Johnson; 15Jul55; KK111540.

JOHNSON & JOHNSON, NEW BRUNSWICK, N. J. K-Y sterile lubricant, Johnson's anesthetic ... jelly. (In Journal of urology, Sept. 1955) Appl. author: George MacFail. © Johnson & Johnson; 1Sep55; KK111269.

The new Zoroc has everything. Zoroc resin-plaster bandage. (In Surgery, gynecology & obstetrics, Oct. 1955) Appl. author: George MacFail. © Johnson & Johnson; 1Oct55; KK111587.

No gauze because only new design. Modess pad for hospitals is wrapped in a whisper-soft fabric ... (In Hospital topics, Sept. 1955) Appl. author: Cummins Associates, Inc. © Johnson & Johnson; 1Sep55; KK111363.

Surgine, linen savers, the underpad with a non-woven fabric covering that stretches without tearing. (In Hospital topics, July 1955) Appl. author: George MacFail. © Johnson & Johnson; 1Jul55; KK108920.

JONES, MARTHA R., sole owner BIG GEE GEE FOOD PRODUCTS CO. SEE Big Gee Gee Food Products Co.

JOSEPH MARTINSON & CO., INC. SEE Martinson (Joseph) & Co., Inc.

JOSEPH SCHLITZ BREWING CO. SEE Schlitz (Joseph) Brewing Co.

JULIUS KAYSER & CO. SEE Kayser (Julius) & Co.

JULIUS NELSON CORP. SEE Nelson (Julius) Corp.

JULIUS SCHMID, INC. SEE Schmid (Julius) Inc.

JUNKET BRAND FOODS, division of CHR. HANSEN'S LABORATORY, INC. SEE Hansen's (Chr.) Laboratory, Inc.

K**KAGRAN CORP. ©**

Howdy Doody, 6, coloring books. Authorized ed. 2926:39. Box wrap. Label. © 6Sep55; KK112463.

KAHN (DAVID) INC. ©

Exciting new pen, Wearever Pacemaker with Replace-A-Point. Poster. © 15Aug55; KK109902.

New and priced right for your every writing need: A thrilling writing threesome. Wearever: PresClik; Liquascribe; Pacemaker. (In Senior scholastic, Sept. 15, 1955, p.36) © 2Sep55; KK112453.

KAISER, PETER W. ©

A sign of quality ... Bi-Mary; design. Packages of miscellaneous fruit. Label. © 27Jul55; KK110818.

KAMINETSKY, NATHAN t.a. KAMINEX PRODUCTS. SEE Kaminex Products.

KAMINEX PRODUCTS.

Featuring Kaminex safety plaster. The silent salesman. Poster. © Nathan Kaminetsky t.a. Kaminex Products; 17Aug55; KK109546.

KAPLAN, WILL. ©

Stuffed shirt. Men's clothing package. Label. © 1Dec55; KK112871.

KAPP RECORDS, INC. ©

Hey, Mr. Banjo. KL-1002. Label. © 1Jul55; KK108985.

KATHER, A.

Young at heart design. (Carry-All's) Animal caricature hand bag. Sheet © Alfred Kather; 6Dec55; KK112869.

KAUFMANN (R. & M.) INC. ©

Campus cottons, by Vicky Vaughn Junior. Dresses. (In Seventeen, July 1955, p.34-35) © 25Jun55; KK111508.

Campus crackerjacks. Vicky Vaughn Junior. Dresses. (In Seventeen, Aug. 1955, p.98-99) © 25Jul55; KK111506.

Juicy Fruits, by Toni Todd. Dresses. (In Glamour, Apr. 1955, p.52-53) © 25Mar55; KK109261.

June in January jubilee. Dubutante, Willow Wisp ... Vicky Vaughn Junior. Dresses. (In Seventeen, Jan. 1955, p.42-43) © 25Dec54 (in notice: 1955); KK109266.

June in January jubilee. Judy Bond; say it with flowers ... Vicky Vaughn Junior. Dresses. (In Mademoiselle, Jan. 1955, p.14-15) © 25Dec54 (in notice: 1955); KK109263.

June in January jubilee. Toni Todd original. Dresses. (In Charm, Jan. 1955, p.22-23) © 25Dec54 (in notice: 1955); KK109264.

June in January jubilee. Toni Todd original. Dresses. (In Glamour, Jan. 1955, p.10-11) © 25Dec54 (in notice: 1955); KK109262.

On the Towners. Toni Todd original. Dresses. (In Glamour, Sept. 1954, p.34-35) © 25Aug54; KK109265.

Summer coolers, by Toni Todd. Dresses. (In Glamour, May 1955, p.84-85) © 25Apr55; KK111509.

Summer Snow. Vicky Vaughn Junior. It's that breath-taking prom and circumstance time ... Dresses. (In Seventeen, May 1954, p.81) © 25Apr54; KK109268.

Summer Snow, by Vicky Vaughn Junior ... Summer Snow for prom and circumstance. Dresses. (In Seventeen, Apr. 1955, p.181) © 25Mar55; KK109267.

Toni Todd: Smart Set ... [&] Street Scene ... Dresses. (In Glamour, Aug. 1955, p.67) © 25Jul55; KK111511.

Toni Todd town cottons. Dresses. (In Charm, July 1955, p.6-7) © 25Jun55; KK111507.

Vicky Vaughn Junior: Shining Hour ... [&] Gala Night ... Dresses. (In Mademoiselle, Aug. 1955, p.193) © 25Jul55; KK111510.

KAY, TYLER. ©

Profit-sharing increases results from advertising. Profit-sharing plan service. (In Buffalo courier-express, Aug. 2, 1955, p.2) © 2Aug55; KK109801.

KAYLON, INC. ©

Tommies most likely to succeed ...
Styled by Harry Berger. Pajamas.
(In Mademoiselle, Aug. 1954,
p.160) Appl. author: Rosemary B.
Meyer. © 28Jul54; KK109319.

KAYSER (JULIUS) & CO.

The classic knit ... from the Mas-
terpiece collection, by Catalina.
Swimsuits. (In The New Yorker,
Jan. 15, 1955, p.11) Appl. au-
thor: Foote, Cone & Belding.
© Catalina, Inc. (in notice: Cata-
lina, Inc., a division of Julius
Kayser & Co.); 13Jan55; KK110058.

Eastern world meets West. Yo Yo
San ... by Catalina. Swimsuit.
(In Harper's bazaar, Jan. 1955,
p.74) Appl. author: Foote, Cone
& Belding. © Catalina, Inc.;
1Jan55; KK109730.

For every member of the clan, Cat-
alina match-ups. Swimsuits &
sportswear. (In Look, June 28,
1955, p.55) Appl. author: Foote,
Cone & Belding. © Catalina, Inc.
(in notice: Catalina, Inc., divi-
sion of Julius Kayser & Co.);
14Jun55; KK108718.

Jack Kramer and Ralph Kiner in win-
ning sets. Sportswear. (In
Sports illustrated, June 13, 1955,
p.38) Appl. author: Foote, Cone
& Belding. © Catalina, Inc. (in
notice: Catalina, Inc., division
of Julius Kayser & Co.); 10Jun55;
KK108720.

Lovely things happen to you in a
Catalina. Any girl who wears a
Catalina swimsuit ... (In Photo-
play, May 1955, p.75) Appl. au-
thor: Foote, Cone & Belding.
© Catalina, Inc. (in notice: Cat-
alina, Inc., division of Julius
Kayser & Co.); 7Apr55; KK108725.

Lovely things happen to you in a
Catalina. If you'd like to see a
man ... Swimsuits. (In Glamour,
May 1955, p.32-33) Appl. author:
Foote, Cone & Belding. © Cat-
alina, Inc. (in notice: Catalina,
Inc., division of Julius Kayser
& Co.); 22Apr55; KK108724.

Lovely things happen to you in a
Catalina. Swimsuits. (In Seven-
teen, May 1955, p.73) Appl. au-
thor: Foote, Cone & Belding.
© Catalina, Inc. (in notice: Cat-
alina, Inc., division of Julius
Kayser & Co.); 1May55; KK108721.

The pros praise Catalina sportswear.
cEndorsed by: Elroy Hirsch & 2
others. (In Holiday, June 1955,
p.97) Appl. author: Foote, Cone
& Belding. © Catalina, Inc., a
division of Julius Kayser & Co.;
15May55; KK108851.

Summertime cottons, by Catalina.
Swimsuits. (In Cosmopolitan, May
1955, p.17) Appl. author: Foote,
Cone & Belding. © Catalina, Inc.
(in notice: Catalina, Inc., divi-
sion of Julius Kayser & Co.);
27Apr55; KK108722.

Sweethearts in swimsuits, Catalina.
(In Photoplay, June 1955, p.71)
Appl. author: Foote, Cone & Bel-
ding. © Catalina, Inc. (in notice:
Catalina, Inc., division of Julius
Kayser & Co.); 7May55; KK108723.

These are Catalinas, most popular
swimtrunks in America. (In Sports
illustrated, May 23, 1955, p.3 of
cover) Appl. author: Foote,
Cone & Belding. © Catalina, Inc.
(in notice: Catalina, Inc., divi-
sion of Julius Kayser & Co.);
20May55; KK108719.

This sleepy señor will wake up your
beachwear business. The man wears
Catalina beach and sportswear.
Sheet. Appl. author: Lee Gar-
field. © Catalina, Inc.; 14Sep55;
KK110067.

What does this Bengal lancer mean to
your beachwear business? Swim-
wear-play clothes. Sheet. Appl.
author: Lee Garfield. © Catalina,
Inc.; 19Sep55; KK110857.

You're a work of art in a Catalina
Masterpiece. Swimsuits. (In
Vogue, Dec. 1954, p.52) Appl.
author: Foote, Cone & Belding.
© Catalina, Inc.; 1Dec54;
KK110059.

KELLER, SAMUEL N., sole owner, TIARA
CHEMICAL CO. SEE Tiara Chemical Co.

KELLOGG CO. ©

Adams' Sunrich golden bran bread.
Net weight one pound. Label.
© 1Apr55; KK111037.

KELLY FOOD PRODUCTS.

Potato chips. Net wt. 5.6 ozs.
Label. © Isidor Tick & Walter
Tick d.b.a. & sole owners of Kelly
Food Products; 22Apr54; KK109305.

KENNEDY, K. C.

KK wax, hard finish auto polish.
Contents 1 pt. U. S. standard.
Label. © Kit Carsen Kennedy;
18Mar55; KK109843.

KENTILE, INC. ©

Dollar for dollar, you can't beat a
Kentile floor for economy, beauty,
durability. (In The Saturday eve-
ning post, Feb. 6, 1954, p.53)
© 3Feb54; KK108394.

Here's double value. Only Kentile
gives you these low cost floors
with guaranteed long wear. (In
The Saturday evening post,
Sept. 18, 1954, p.84) © 15Sep54;
KK108393.

Kentile floors give you playroom-
galety and workshop-ruggedness.
Floor and wall tiles. (In Look)
© 20Apr54; KK109193.

Now, you can afford America's luxury
floor. Now you can give your
home the envied luxury of beauti-
ful KenRubber floors ... (In
American home, Apr. 1954, p.20)
© 25Mar54; KK109781.

You can answer every flooring need
with a floor by Kentile, Inc.
It's easy to choose the perfect
flooring to fit your home ...
(In Good housekeeping, Aug. 1954,
p.124-125) © 20Jul54; KK108392.

KENTUCKY BIO-CHEMICAL LABORATORIES. ©

Equipep; complete vitamin-and-min-
eral supplement ... strictly for
horses. Folder. Appl. author:
Paul E. MacPherson. © 11Jul55;
KK109032.

KENWORTHY EDUCATIONAL SERVICE, INC. ©

Reading made easy with this complete
kit. No.2190. Books and games.
Label. Appl. author: Arthur T.
Kenworthy. © 26Nov55; KK112751.

KETCHPEL ENGINEERING CO. ©

A new labeling achievement: The
heat-sealing, hot or wet, glue
roll conversion unit for applying
labels coated with Thermo-plastic.
Model 26. Sheet. Appl. author:
Paul A. Ketchpel. © 8Nov55;
KK111575.

KEY BRANDS CO. ©

Strato, out of this world, dog food.
Net wt. 15 oz. Label. Appl. au-
thor: Evan C. Williams. © 23Aug55;
KK110091.

KEYES, HARMON E. d.b.a. BIOMET PROD-
UCTS CO. SEE Biomet Products Co.

KEYSTONE SEPTIC TANK CO.

Helpful hints for installing a
septic system. Folder.
© Donald J. Rodgers d.b.a. Key-
stone Septic Tank Co.; 14Jul55;
KK108694.

KIEKHAEFER CORP. ©

Fun and thrills? Proved in com-
petition features make Kiekhaefer
Mercury smoothest, safest, surest,
outboard of 'em all. (In The
Boating industry, June 15, 1955,
p.3) © 1Jun55; KK108460.

I cruised it ... New 1956 Kiek-
haefer Mercury Mark 30 outboard
motor. (In Sports illustrated,
Aug. 15, 1955, p.58) © 1Aug55;
KK110752.

I just trolled it ... New 1956
Kiekhaefer Mercury Mark 30 out-
board motor. (In Sports illus-
trated, Aug. 15, 1955, p.76)
© 1Aug55; KK110755.

I saw it ... New 1956 Kiekhaefer
Mercury Mark 30 outboard motor.
(In Sports illustrated, Aug. 15,
1955, p.63) © 1Aug55; KK110750.

Kiekhaefer Mercury for 1955, most
powerful, most colorful name in
outboards. Sheet. © 20Jul55;
KK108916.

Ready, rugged, reliable, Kiekhaefer
Mercury outboards. [Endorsed by]
Joseph "Buck" Saltzman [& 3 others]
(In Fishing gazette, June 1955,
p.121) © 1Jun55; KK108917.

Ski - wow. New 1956 Kiekhaefer
Mercury Mark 30 outboard motor.
(In Sports illustrated, Aug. 15,
1955, p.54) © 1Aug55; KK110753.

We all had a thrill ride ... New
1956 Kiekhaefer Mercury Mark 30
outboard motor. (In Sports il-
lustrated, Aug. 15, 1955, p.61 &
77) © 1Aug55; KK110751.

What a pick-up it's got. New 1956
Kiekhaefer Mercury Mark 30 out-
board motor. (In Sports illus-
trated, Aug. 15, 1955, p.56)
© 1Aug55; KK110754.

KIGER (C. A.) CO. ©

Cut from virgin rough ... Virgin
diamonds. Folder. Appl. au-
thor: Edward A. Warner. © 19Jul55;
KK109657.

Virgin diamonds. Title and guar-
antee of origin. Folder. Appl.
author: Edward A. Warner.
© 19Jul55; KK109656.

KIMBERLY-CLARK CORP.

Did you ever? by Little Lulu. Hal-
loween party scene. Kleenex econ-
omy pack. Tissues. (In Life,
Oct. 16, 1955, p.67) Appl. au-
thor: Winifred S. Snyder.
© Kimberly-Clark Corp., Inter-
national Cellucotton Products Divi-
sion; 14Oct55; KK111164.

Did you ever? by Little Lulu. Home
movies scene. Kleenex economy
pack. Tissues. (In Life, Oct. 31,
1955, p.81) Appl. author: Winif-
red S. Snyder. © Kimberly-Clark
Corp., International Cellucotton
Products Division; 28Oct55;
KK111622.

Did you ever? by Little Lulu.
Household scene. Kleenex tissues.
(In Look, Apr. 19, 1955, p.71)
Appl. author: Winifred S. Snyder.
© International Cellucotton Prod-
ucts Co.; 5Apr55; KK108674.

Did you ever? by Little Lulu. Office girl scene. Kleenex economy pack. Tissues. (In Look, Nov. 29, 1955, p.109) Appl. author: Winifred S. Snyder. © Kimberly-Clark Corp., International Cellucotton Division; 15Nov55; KK112420.

Did you ever? by Little Lulu. Office scene and Little Lulu indicating large economy pack. Kleenex tissues. (In Life, Oct. 3, 1955, p.51) Appl. author: Winifred S. Snyder. © International Cellucotton Products Co.; 30Sep55; KK110780.

Did you ever? by Little Lulu. Party scene. Kleenex tissues. (In Look, Jan. 25, 1955, p.80) Appl. author: Winifred S. Snyder. © International Cellucotton Products Co.; 11Jan55; KK108675.

Did you ever? by Little Lulu. Records scene. Kleenex tissues. (In Look, Feb. 22, 1955, p.83) Appl. author: Winifred S. Snyder. © International Cellucotton Products Co.; 8Feb55; KK108678.

Did you ever? by Little Lulu. Santa Claus scene. Kleenex economy pack. Tissues. (In Life, Dec. 12, 1955, p.115) Appl. author: Winifred S. Snyder. © Kimberly-Clark Corp.; 9Dec55; KK112784.

Did you ever? by Little Lulu. Subway scene. Kleenex tissues; pocket pack. (In Life, Nov. 14, 1955, p.59) Appl. author: Winifred S. Snyder. © Kimberly-Clark Corp.; 11Nov55; KK112161.

Look who's selling Kleenex for you, Perry Como. [Box of Kleenex displayed by Perry Como; Little Lulu pointing toward three boxes of tissues] (In Chain store age (Grocery executives ed.), Sept. 1955, p.38-39) Appl. author: Daniel E. Kelly. © Kimberly-Clark Corp., International Cellucotton Products Division (in notice: International Cellucotton Products Co.); 30Aug55; KK111621.

New Kleenex economy pack. Little Lulu and fat boy holding tissues; Kleenex tissues. (In Look, June 28, 1955, p.103) Appl. author: Wesley E. Marchuk. © International Cellucotton Products Co.; 14Jun55; KK108424.

Powerful Kleenex fall promotion to boost your sales and profits. Little Lulu and Perry Como leading parade. Tissues. (In Chain store age (Grocery executives ed.), Nov. 1955, p.190-191) Appl. author: Jim Drain. © Kimberly-Clark Corp., International Cellucotton Products Division; 30Oct55; KK111623.

Special introductory offer: One box free when you buy two. Kleenex table napkins. 50. Label. © Kimberly-Clark Corp.; 21Jun55; KK111101.

There's a handy Kleenex package for every tissue need. Little Lulu leading parade of Kleenex floats. (In Life, Sept. 19, 1955, p.152) Appl. author: Winifred S. Snyder. © International Cellucotton Products Co.; 16Sep55; KK110481.

They're new. They stay on your lap. Kleenex table napkins. Little Lulu and 3 cartons of Kleenex table napkins. Poster. Appl. author: Winifred S. Snyder. © International Cellucotton Products Co.; 30Oct55; KK111049.

To boost summer sales, 3 great TV shows now sell the new Kleenex economy pack for you. Star-studded programs. (In Chain store age, grocery executives ed., July 1955, p.308-309) Appl. author: Wesley E. Marchuk. © International Cellucotton Products Co.; 30Jun55; KK108755.

KING KULLEN GROCERY CO., INC. © Little King, sharp, cheddar cheese. Label. © 1Dec55; KK112911.

KING MOTOR CO. SEE King Motors.

KING MOTORS. The Olds rush in on at King Motors. Automobiles. (In Ft. Lauderdale daily news, Aug. 31, 1955, p.12-A) Appl. author: Dade B. Epstein. © King Motor Co. (in notice: King Motors); 31Aug55; KK110317.

KINGSPORT PRESS, INC. © Frederick Winslow Taylor. (Books, the image of America, by Earl S. Miers & Paul M. Angle, no.32) (In Publishers' weekly, Sept. 3, 1955, p.909) Appl. author: Paul M. Angle. © 3Sep55; KK109897.

John B. Watson. (Books, the image of America, by Earl S. Miers and Paul M. Angle, no.33) (In Publishers' weekly, Oct. 1, 1955, p.1585) Appl. author: Paul M. Angle. © 10Oct55; KK110721.

Lothrop Stoddard. (Books, the image of America, by Earl S. Miers and Paul M. Angle, no.34) (In Publishers' weekly, Nov. 5, 1955, p.2005) Appl. author: Paul M. Angle. © 5Nov55; KK111900.

Wendell Wilkie. (Books, the image of America, by Earl S. Miers & Paul M. Angle, no.31) (In Publishers' weekly, Aug. 6, 1955, p.559) Appl. author: Paul M. Angle. © 6Aug55; KK109130.

KIRBRO CO. © Bass Camera Co., Chicago, Ill.; photographic cartoon wrapper pattern. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110761.

Bird-Speakman, Inc., Wilmington, Delaware; abstract spiral and line wrapper cut. Clothing, jewelry & other consumers' wares. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110760.

Conway Camera Co.; abstract photographic equipment wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110350.

Crews-Beggs, Pueblo; abstract plaid wrapper pattern. Clothing, jewelry & other consumers' wares. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110763.

Dobney, the Ivy Shop, Brooklyn; tweed wrapper pattern. Clothing, jewelry & other consumers' wares. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110764.

Drugs, sundries; mortar-and-pestle, scale, bottle and jar wrapper pattern. Timberlake's Pharmacy. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110351.

Fidler's Ltd., store for men; chessmen wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110758.

Gorman's; multiple oval wrapper cut. Clothing, jewelry & other consumers' wares. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110759.

Mellick's Children's Shops; abstract oval and line geometrical wrapper pattern. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110762.

The Music Shop; staff and note and musical instrument wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110757.

The Travel Shop; compass and travel views wrapper cut. Luggage, handbags, gifts. Label. Appl. author: Kirchheimer Bros. Co. © 7Sep55; KK110756.

KITCHENS OF SARA LEE, INC. © From the Kitchens of Sara Lee, the new chocolate cake sensation. (In Chicago daily tribune, Oct. 27, 1955, pt.5, p.12) Appl. author: Ivan Hill. © 27Oct55; KK112187.

Sara Lee chocolate cake. Net weight 1 lb. 2 oz. Label. © 19Oct55; KK111272.

KITCH'N HANDY PRODUCTS. SEE Washington Steel Products, Inc.

KLIMITCHEK, GEORGE. © La Vaca Boy selected tomatoes. Net weight 30 lb. Label. © 10Sep54; KK108530.

KNOTT, W. JAMES. Beachcomber serenade. SEE Tahiti Records.

KORSMEYER CO. © TS55 catalogue, the Korsmeyer Company. Electrical supplies, hardware apparatus, lighting fixtures, appliances. 208 p. © 7Oct55; KK110862.

KRAUPNER PHARMACEUTICAL CO. © Teething babies. Tots teething cream. (In Paterson evening news, Aug. 23, 1955, p.12) Appl. author: Wendell P. Colton Co. © 23Aug55; KK109987.

KRAVAGNA, CUT. © Cleano, perfumed toilet cleaner. Net contents 1 pint. Label. © 10Oct50; KK110678.

KROEMMELBEIN, WALTER F., JR. Ceramikit, the original ceramic set; paint your own dinnerware, tea sets ... Label. © Walter Frederick Kroemmelbein, Jr.; 16Nov55; KK112639.

KRUEGER (G.) BREWING CO. © Krueger beer has everything. It's a real premium beer. (In Tampa daily times, Tampa, Fla., Nov. 23, 1955, p.13) Appl. author: Grey Advertising Agency, Inc. © 23Nov55; KK112360.

KRUZELL GUNSMITHING WORKS. © Kruzell scope mount. Folder. Appl. author: Foehl & Beck Agency. © 8Aug55; KK109724.

Kruzell scope mount. Folder. Appl. author: Foehl & Beck Agency. © 26Aug55; KK109871.

Kruzell scope mount installation instructions. Sheet. Appl. author: Foehl & Beck Agency. © 28Jul55; KK109110.

KTAV PUB. HOUSE. © Festival movies. Movie viewer box. Label. Appl. author: Laszlo Matulay. © 30Oct55; KK112083.

Fun to color. Illustrated by: Joseph Bloch. 4 crayons; 8 coloring books. Label. © 20Sep55; KK111047.

Happy Chanukah. Gift wraps. Label. Appl. author: Miriam Laufer. © 30Oct55; KK112084.

KTAV PUB. HOUSE. © Cont'd.

Spin, Spin, Spin. Game. Label.
Appl. author: Gabe Josephson.
© 30Oct55; KK112085.

Yom Tov metalcraft tapping set complete with materials, tools, instructions. Set no. GMT-71.
Label. Appl. author: Aralee Kazdan. © 20Sep55; KK111048.

KUBLA KHAN FOOD CO.

Kubla Khan combination Chinese dinner; quick frozen. Net wt. 12 oz. Label. © Percy W. Loy & Robert Wong d.b.a. Kubla Khan Food Co.; 1Aug55; KK111428.

KUHN, BOB.

American sporting scenes. SEE Hercules Powder Co., Inc.

KULLEN (KING) GROCERY CO., INC. SEE King Kullen Grocery Co., Inc.

KULWIN, SEYMOUR d.b.a. JEFFREY-ALLAN INDUSTRIES, INC. SEE Jeffrey-Allan Industries, Inc.

KURLAND ENTERPRISES, INC. ©

Magnetic Sta-Put cigarette pack holder. Label. Appl. author: Jacob Kurland. © 7Dec55; KK112927.

KYBERNETES CORP., division of SELF WINDING CLOCK CO., INC. SEE Self Winding Clock Co., Inc.

L

LABORATORY DISTRIBUTORS, INC. ©

Sun Vita, a balanced vitamin-mineral food supplement. Label.
© 31Mar55 (in notice: 1954);
KK110832.

LACHMAN, MELVIN & LEO ROSE d.b.a. LACHMAN-ROSE CO. SEE Lachman-Rose Co.

LACHMAN-ROSE CO.

Texas Tom, genuine leather holster set. Larco quality toys. Label.
© Melvin Lachman & Leo Rose d.b.a. Lachman-Rose Co.; 24Jun55;
KK108356.

LA CROIX, A. J., L. A. LA CROIX, D. J. LA CROIX, G. C. LA CROIX, J. L. LA CROIX d.b.a. LA CROSS MEMORIALS. SEE La Cross Memorials.

LA CROIX, D. J., G. C. LA CROIX, J. L. LA CROIX, A. J. LA CROIX, L. A. LA CROIX d.b.a. LA CROSS MEMORIALS. SEE La Cross Memorials.

LA CROIX, G. C., J. L. LA CROIX, A. J. LA CROIX, L. A. LA CROIX, D. J. LA CROIX d.b.a. LA CROSS MEMORIALS. SEE La Cross Memorials.

LA CROIX, J. L., A. J. LA CROIX, L. A. LA CROIX, D. J. LA CROIX, G. C. LA CROIX d.b.a. LA CROSS MEMORIALS. SEE La Cross Memorials.

LA CROIX, L. A., D. J. LA CROIX, G. C. LA CROIX, J. L. LA CROIX, A. J. LA CROIX d.b.a. LA CROSS MEMORIALS. SEE La Cross Memorials.

LA CROSS MEMORIALS.

Introducing Mono-Ramic memorials, by La Cross; Smith. Sheet.
Appl. author: Arthur J. La Croix.
© A. J., L. A., D. J., G. C., J. L. La Croix d.b.a. La Cross Memorials; 1May55; KK110868.

LAMBERT, W. H. ©

Win a \$100 government savings bond. Try Snak Lunch daily, delicious, nutritious, natural foods. Net weight 1 3/16 oz. Label.
© 1Jun55; KK111407.

LAMPKIN LABORATORIES, INC. ©

FM modulation meter. Type 205A. Sheet. Appl. author: Guy Forest Lampkin. © 29Jul55; KK109599.

LANACOTE PRODUCTS CO. ©

Lanacote, canine coat conditioner. Contents one pint. Label. Appl. author: R. Lee Twitty. © 1Jul55; KK109598.

LANDERS, FRARY & CLARK. ©

A bed warmer used to be a welcome gift. The modern gift for sleeping comfort is a Universal electric blanket. (In Bride's magazine, winter 1955, p.59) Appl. author: Goold & Tierney, Inc. © 15Oct55; KK111260.

LANE CO., INC.

The gift that will beautify your home, tables, by Lane ... Sheet. Appl. author: Houck & Co. Advertising Agency. © Lane Table Co., Inc.; 23Nov55; KK110898.

LANE TABLE CO., INC. SEE Lane Co., Inc.

LANG & CO. ©

Gold Shield Gold Cup contest; entry blank. Coffee. Appl. author: George Melcome Glavin. © 27Jun55; KK108700.

LANOLIN PLUS, INC. ©

Lanolin Plus creme rinse, the after shampoo rinse and hair conditioner. Booklet tag. © 1Nov55; KK111754.

Lanolin Plus triple purpose hair spray set serves three hair care purposes. Booklet tag.
© 29Sep55; KK110407.

LANTZ (WALTER) PRODUCTIONS, INC. ©

Walter Lantz Woody Woodpecker and his friends; 6 books to color. 2926:39. Label. © 6Sep55; KK112466.

LANTZ MANUFACTURING CO., INC. ©

Lantz plow coulters, it tills as it cuts. Form no. 355-20M-CK. Folder. Appl. author: The Cramer-Krasselt Co. © 15May55; KK109591.

LARSON, EDWARD H., ELMER SILHA & NELSON J. MCMAHON composing the firm DONALD EDWARDS PHARMACEUTICAL CO. SEE Edwards (Donald) Pharmaceutical Co.

LARSON, EDWARD H., NELSON J. MCMAHON & ELMER SILHA composing the firm ELMORENE CO. SEE Elmorene Co.

LASSITER CORP. ©

Sheer stretch nylons, fit your leg perfectly ... Label. Appl. author: Ernest Pioppo. © 17Mar55; KK112619.

Sheer stretch nylons, they shape themselves to fit your leg perfectly. Label. Appl. author: Ernest Pioppo. © 17Mar55; KK112618.

LAVENSON BUREAU OF ADVERTISING, INC. © Ad-ventures. No. 40. Pamphlet. © 10Aug55; KK109351.

LEBLANC (G.) CO. ©

The amazing Leblanc patented performance B_b bass clarinet; key to your balanced clarinet section. Folder. © 15Jul54; KK110379.

Factory approved Leblanc repair tools. 61 p. © 9Nov54; KK110875.

LEE (EDWARD) ADVERTISING CO. ©

Button, button, how many buttons? New Home sewing machines. © 20Sep55; KK110528.

LEE (H. D.) CO. ©

The accident you prevent may save your life. Lee overalls. (In Locomotive engineers journal, Nov. 1955, p.4 of cover) Appl. author: Dean Pennington. © 1Nov55; KK112438.

For good looks, long wear, real comfort on any job, it's Lee Union-Alls. Overall suit. (In Life, Nov. 7, 1955, p.144) Appl. author: Dean Pennington. © 4Nov55; KK112197.

For the active man in your family ... solid comfort, lasting good looks. Lee work clothes. (In Good housekeeping, Oct. 1955, p.304) Appl. author: Dean Pennington. © 20Sep55; KK110414.

Gifts they need for the life they lead. Lee clothes: western jeans; matched shirt & pants; jacket. (In Life, Nov. 28, 1955, p.18) Appl. author: Dean Pennington. © 25Nov55; KK112441.

I scrimped ... I've suffered ... I'm sorry ... With Lee clothes you stretch, bend, work freely. Matched shirts & pants. (In Ebony, Oct. 1955, p.24) Appl. author: Dean Pennington. © 8Sep55; KK110416.

Idea for Christmas: Trim-fitting Lee clothes. Western jeans; matched shirt & pants; jacket. (In Texas rangers (Thrilling publication group), Jan. 1956, p.23) Appl. author: Dean Pennington. © 1Nov55; KK112439.

Is he slim, regular or husky? For a perfect fit, all ways, 3 new Lee Riders. Western jeans. (In Good housekeeping, Aug. 1955, p.223) Appl. author: Dean Pennington. © 20Jul55; KK109190.

Just in time for school, 3 new Lee Riders styled for trim fit whether you're slim, regular or husky. Western jeans. (In Ebony, Sept. 1955, p.45) Appl. author: Dean Pennington. © 1Aug55; KK110325.

Just in time for school, 3 new Lee Riders styled for trim fit whether you're slim, regular or husky. Western jeans. (In Progressive farmer, Georgia, Alabama, Florida ed., Aug. 1955, p.32) Appl. author: Dean Pennington. © 15Jul55; KK109848.

Just in time for school, whatever your build, 3 new Lee Riders styled for you. Western jeans. (In National future farmer, summer 1955, p.44) Appl. author: Dean Pennington. © 1Jul55; KK109849.

Lee Riders. Work clothing ... Print on fabric. © 2Dec55; KK112907.

Lee Riders, boys' and youth's cowboy pants. Huskies. 11 1/4 oz. Label. © 1Jun55; KK109885.

Lee Riders, boys' and youth's cowboy pants. Slims. 11 1/4 oz. Label. © 1Jun55; KK109607.

New, shaped to you. You always look trim in action-fit Lee Riders. Western jeans. (In Boys' life, Oct. 1955, p.84) Appl. author: Dean Pennington. © 23Sep55; KK112195.

Proud of their jobs and their looks prove it ... Lee chetopa twill shirts and pants. (In Railway carmen's journal, May 1955, p.3 of cover) Appl. author: Dean Pennington. © 1May55; KK108448.

- Stretch, Lee clothes are cut, not to save cloth, but to curve and move with your body ... stoop ... squat ... stand. Dungarees & overalls. (In Locomotive engineers journal, Sept. 1955, p.4 of cover) Appl. author: Dean Pennington. © 15Sep55; KK110415.
- Stretch, stoop, squat, stand, Lee clothes are cut, not to save cloth, but to curve and move with your body. Dungarees & overalls. (In The Progressive farmer, Oct. 1955, p.34B) Appl. author: Dean Pennington. © 15Sep55; KK110413.
- Stretch, stoop, squat, stand; Lee clothes are cut, not to save cloth, but to curve and move with your body. Lee chetopa twills. Matched shirts & pants. [Negro models] (In Ebony, Nov. 1955, p.20) Appl. author: Dean Pennington. © 13Oct55; KK111503.
- Stretch, stoop, squat, stand; Lee clothes are cut, not to save cloth, but to curve and move with your body. Lee chetopa twills. Matched shirts & pants. [White models] (In Life, Oct. 17, 1955, p.142) Appl. author: Dean Pennington. © 14Oct55; KK111516.
- With Lee clothes you stretch, bend, work freely. (In Progressive farmer, Texas ed., Aug. 1955, p.32) Appl. author: Dean Pennington. © 15Jul55; KK109129.
- World's toughest work clothes. Lee overalls. (In Ranch romances, July 1955, p.31) Appl. author: Dean Pennington. © 2May55; KK108967.
- You belong in Lee Riders. Western jeans. (In Boys' life, Nov. 1955, p.68) Appl. author: Dean Pennington. © 25Oct55; KK112196.
- LEEDS-WALLACE. ©**
Bitters bottle pattern. Safety matches. Label. © 19Nov55; KK112001.
- Brandy glass pattern. Safety matches. Label. © 19Nov55; KK112003.
- Christmas ornament pattern. Safety matches. Label. © 13Jul55; KK111473.
- Christmas tree pattern. Safety matches. Label. © 17Jul55; KK111470.
- Corkscrew pattern. Safety matches. Label. © 19Nov55; KK112000.
- Cutlery pattern. Safety matches. Label. © 13May54; KK111468.
- Heart pattern. Safety matches. Label. © 16Jan55; KK111474.
- Highball glass pattern. Safety matches. Label. © 19Nov55; KK112006.
- Holly pattern. Safety matches. Label. © 20Sep54; KK111475.
- Jigger pattern. Safety matches. Label. © 19Nov55; KK112002.
- Lemon pattern. Safety matches. Label. © 19Nov55; KK111999.
- Lily of the valley pattern. Safety matches. Label. © 20Sep54; KK111476.
- Martini glass pattern. Safety matches. Label. © 19Nov55; KK112004.
- Medallion pattern. Safety matches. Label. © 15Sep54; KK111472.
- Old fashioned glass pattern. Safety matches. Label. © 19Nov55; KK112005.
- Pipe pattern. Safety matches. Label. © 15Sep54; KK111471.
- Star pattern. Safety matches. Label. © 15Sep54; KK111469.
- LEHN & FINK PRODUCTS CORP. ©**
Careless about embarrassing odor. Lysol disinfectant. (In House-hold, Dec. 1955, p.50) Appl. author: McCann Erickson, Inc. © 20Nov55; KK112801.
- LEHR, PHILLIP d.b.a. PA-BY-OZ STEAKERY.**
SEE Pa-By-Oz Steakery.
- LE MOKA, M'SIEUR, INC. SEE M'sieur**
Le Moka, Inc.
- LENER MARKETS, INC. ©**
Another Lerner scoop. One pint ice cream free with \$10 purchase. (In The Evening bulletin, Aug 25, 1955, p.22) Appl. author: W. S. Roberts, Inc., Advertising Agency. © 25Aug55; KK109601.
- LEVER BROS. CO. ©**
Congratulations to Davenport's Jack Fleck, America's new number 1 golfer, from the makers of Dove, Davenport's new number 1 toilet bar. (In The Daily times, Davenport, Iowa, June 22, 1955, p.20A) Appl. author: Ogilvy, Benson & Mather, Inc. © 22Jun55; KK108250.
- Lever Brothers announces a remarkable new toilet bar called Dove ... combines soap and cleansing cream. But consider this ... (In The Daily times, Davenport, Iowa, May 18, 1955, p.3B) Appl. author: Ogilvy, Benson & Mather, Inc. © 18May55; KK109050.
- Lever Brothers announces a remarkable new toilet bar called Dove ... combines soap and cleansing cream. Shaped like modern sculpture. (In The Daily times, Davenport, Iowa, Apr. 27, 1955, p.3B) Appl. author: Ogilvy, Benson & Mather, Inc. © 27Apr55; KK109051.
- Suddenly Dove makes soap old-fashioned. New toilet bar creams your skin while you wash. (In Evening world-herald, Omaha, Nov. 17, 1955, p.12) Appl. author: Ogilvy, Benson & Mather, Inc. © 17Nov55; KK112523.
- Suddenly soap is old-fashioned. Smell this page, it's the fragrance of rich cleansing cream ... [Bar of soap with red cross & bar of Dove; woman bathing] (In Des Moines tribune, Oct. 6, 1955, p.23) Appl. author: Ogilvy, Benson & Mather, Inc. © 6Oct55; KK112100.
- Suddenly soap is old-fashioned ... Dove, a revolutionary new bar for beautiful skin. [Bar of soap with black cross & bar of Dove] (In The Commercial appeal, Memphis, June 8, 1955, p.17) Appl. author: Ogilvy, Benson & Mather, Inc. © 8Jun55; KK108835.
- Suddenly soap is old-fashioned ... Dove, a revolutionary new bar for beautiful skin. [Bar of soap with red cross & bar of Dove; woman bathing] (In The Commercial appeal, Memphis, May 18, 1955, p.16) Appl. author: Ogilvy, Benson & Mather, Inc. © 18May55; KK108832.
- Suddenly soap is old-fashioned ... Dove, a revolutionary new toilet bar. [Cleansing cream poured on bar of Dove] (In The Telegraph herald, Dubuque, Iowa, Aug. 25, 1955, p.16) Appl. author: Ogilvy, Benson & Mather, Inc. © 25Aug55; KK112638.
- Suddenly soap is old-fashioned ... Dove, a revolutionary new toilet bar. [Cleansing cream; 2 test tubes] (In The Telegraph herald, Dubuque, Iowa, Sept. 15, 1955, p.18) Appl. author: Ogilvy, Benson & Mather, Inc. © 15Sep55; KK112640.
- LEVY, BENJAMIN d.b.a. WESTMORELAND LABORATORIES. SEE Westmoreland Laboratories.**
- LEWYT CORP. ©**
At last cleaning can be easy. New 1956 Lewyt with finger-tip cleaning. Vacuum cleaners. (In The Saturday evening post, Oct. 8, 1955, p.60-61) Appl. author: Hicks & Greist, Inc. © 4Oct55; KK111128.
- LIBBY (F. M.) CO. ©**
Nutrimin, a food supplement. 17 vitamins, 13 minerals. 248 tablets. Label. © 30Jun55; KK110142.
- LIBBY, MCNEILL & LIBBY. ©**
Frozen fresh Concord grape juice concentrated. Net 6 fl. oz. Label. © 10Nov55; KK112372.
- Frozen, fresh cut okra. Net weight 10 oz. Label. © 28Nov55; KK112870.
- Frozen, pre-cooked, breaded scallops. Net weight 7 oz. Label. © 8Aug55; KK109819.
- LIEBMAN BREWERIES, INC. ©**
July sales will jump with Miss Rheingold in the picture. Flags, Fairbanks & Fonda pictures & TV notice. Rheingold beer & ale. (In Connecticut beverage journal blue book, July 1955, p.125) Appl. author: Foote, Cone & Belding. © 1Jul55; KK109309.
- My beer is Rheingold, the dry beer, says Arlene Dahl. (In Daily mirror, New York, July 25, 1955, p.7) Appl. author: Foote, Cone & Belding. © 25Jul55; KK108983.
- My beer is Rheingold, the dry beer, says Dorothy McGuire. (In Daily mirror, New York, Aug. 15, 1955, p.7) Appl. author: Foote, Cone & Belding. © 15Aug55; KK109572.
- My beer is Rheingold, the dry beer, says Edmond O'Brien. (In Daily mirror, New York, Aug. 22, 1955, p.7) Appl. author: Foote, Cone & Belding. © 22Aug55; KK109574.
- My beer is Rheingold, the dry beer, says Ezio Pinza. (In Daily mirror, New York, June 13, 1955, p.9) Appl. author: Foote, Cone & Belding. © 13Jun55; KK108322.
- My beer is Rheingold, the dry beer, says Hoagy Carmichael. (In Daily mirror, New York, Aug. 8, 1955, p.7) Appl. author: Foote, Cone & Belding. © 8Aug55; KK109310.
- My beer is Rheingold, the dry beer, says Hy Gardner. (In Daily mirror, New York, June 27, 1955, p.7) Appl. author: Foote, Cone & Belding. © 27Jun55; KK108316.
- My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. B&W, pump & dogs situation; Miss Rheingold & two male companions eating. (In Daily mirror, New York, Sept. 12, 1955, p.9) Appl. author: Foote, Cone & Belding. © 12Sep55; KK110146.
- My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. Canoe [picnic scene] (In Daily mirror, New York, Aug. 1,

LIEBMANN BREWERIES, INC. © Cont'd.
1955, p.11) Appl. author: Foote,
Cone & Belding. © 1Aug55;
KK109166.

My beer is Rheingold, the dry beer,
says Nancy Woodruff, Miss Rhein-
gold 1955. Flags; [yachting
scene] (In Daily mirror, New
York, July 11, 1955, p.7) Appl.
author: Foote, Cone & Belding.
© 11Jul55; KK108984.

What an August setting for Miss
Rheingold 1955. Canoe situation;
Fairbanks & Fonda pictures; TV
notice. Rheingold beer and ale.
(In Connecticut beverage journal
blue book, Aug. 1955, p.121)
Appl. author: Foote, Cone & Beld-
ing. © 1Aug55; KK109311.

LIGGETT & MYERS TOBACCO CO. ©
Always a winner ... We like Ches-
terfield best. [Endorsed by] Ted
Atkinson [&] Eddie Arcaro. Appl.
author: Cunningham & Walsh, Inc.
© 7May55; KK110611.

Chesterfield and only Chesterfield
is made the modern way, with Accu-
Ray, to bring you smoother, cooler
smoking than was ever possible
before. Man with tennis racket.
(In The New York times) Appl.
author: Cunningham & Walsh, Inc.
© 20Jun55; KK108623.

Chesterfield sets a new standard of
quality with the new miracle of
electronics. Girl with coffee
cup. Appl. author: Cunningham &
Walsh, Inc. © 9Sep55; KK112137.

Enjoy a cool mildness impossible
before, thanks to the miracle of
Accu-Ray. Girl in riding habit.
Chesterfield cigarettes. Appl.
author: Cunningham & Walsh, Inc.
© 25Sep55; KK112127.

L & M has everything. Girl in
yellow jacket. (In The Saturday
evening post, Sept. 10, 1955, p.3
of cover) Appl. author: Cunn-
ingham & Walsh, Inc. © 7Sep55;
KK110642.

L&M stands out from all the rest.
Package on blue background. (In
Life, June 6, 1955) Appl. au-
thor: Cunningham & Walsh, Inc.
© 3Jun55; KK109195.

Make it a big red letter day,
December 25, give L & M. Christ-
mas ad. Appl. author: Cunn-
ingham & Walsh, Inc. © 15Nov55;
KK112136.

New electronic miracle Accu-Ray
brings you smoother, cooler smok-
ing than was ever possible before.
Cary Middlecoff. Chesterfield.
Appl. author: Cunningham & Walsh,
Inc. © 13Jun55; KK108622.

New electronic miracle now brings
you smoother, cooler smoking than
was ever possible before. Girl
reading music. Chesterfield.
Appl. author: Cunningham & Walsh,
Inc. © 7Jun55; KK108621.

Put a smile in your smoking. Buy
Chesterfield today. Couple on
bike. (In The Saturday evening
post) Appl. author: Cunningham &
Walsh, Inc. © 15Jun55; KK109194.

Put a smile in your smoking. [En-
dorsed by] Mike Souchak. Chester-
field. (In The Sporting news,
v.139, no.15) Appl. author: Cun-
ningham & Walsh, Inc. © 11May55;
KK110612.

Smoke tomorrow's better cigarette
today. Boy giving cigarette to
girl. Chesterfield. (In Russell
Sage quill, Oct. 20, 1955, p.6)
Appl. author: Cunningham & Walsh,
Inc. © 20Oct55; KK112131.

Smoke tomorrow's better cigarette
today. Boy lighting girl's
cigarette. Chesterfield. Appl.
author: Cunningham & Walsh, Inc.
© 10Nov55; KK112133.

Smoke tomorrow's better cigarette
today. Man in striped shirt, girl
in checked dress. Chesterfield.
Appl. author: Cunningham & Walsh,
Inc. © 28Oct55; KK112129.

Smoke tomorrow's better cigarette
today. Man with tennis racket.
Chesterfield. Appl. author:
Cunningham & Walsh, Inc.
© 20Sep55; KK112130.

Smoke tomorrow's better cigarette
today. Navy man and girl. Ches-
terfield. Appl. author: Cun-
ningham & Walsh, Inc. © 20Oct55;
KK112135.

Stands out from all the rest ...
L&M is America's best filter ciga-
rette. [Endorsed by] Romaine,
Marchioness of Milford Haven. (In
New York herald tribune, Apr. 17,
1955, p.12) Appl. author:
Cunningham & Walsh, Inc.
© 17Apr55; KK109246.

Tried them yet? Only Chesterfield
is made the modern way with Accu-
Ray. Girl with [jeweled] sun-
glasses. (In Financial world,
Sept. 7, 1955) Appl. author:
Cunningham & Walsh, Inc.
© 7Sep55; KK110641.

Tried them yet? Only Chesterfield
is made the modern way with Accu-
Ray. Girl with sun glasses.
Appl. author: Cunningham & Walsh,
Inc. © 27Jun55; KK108624.

Wrapped and ready. Santa Claus.
Chesterfield cigarettes. (In
TV radio mirror, Dec. 1955, p.4 of
cover) Appl. author: Cunn-
ingham & Walsh, Inc. © 10Nov55;
KK112126.

Your big red letter day, the day
you change to L & M. Boy [in
football sweater] giving cigarette
to girl. Appl. author: Cunn-
ingham & Walsh, Inc. © 14Oct55;
KK112132.

Your big red letter day, the day
you change to L & M. Girl &
fellow by chair. Appl. author:
Cunningham & Walsh, Inc.
© 14Oct55; KK112138.

Your big red letter day, the day
you change to L & M. Girl taking
cigarette from man. (In The Reg-
ister, Oct. 15, 1955, p.8) Appl.
author: Cunningham & Walsh, Inc.
© 15Oct55; KK112128.

Your big red letter day, the day
you change to L & M. Man & girl
by chair. Appl. author: Cun-
ningham & Walsh, Inc. © 4Oct55;
KK112134.

Your daily double. Chesterfield
& L & M packages. (In Vend, Sept.
1955, p.30) Appl. author: Cun-
ningham & Walsh, Inc. © 1Sep55;
KK110640.

LILLY, EUGENE. ©
Pheasant Supreme, a superb [liver]
pate. Contents 2 3/4 ozs. avd.
Label. © 22Sep55; KK112543.

LILY OF FRANCE, INC. ©
Lilies; your bra line is your age
line. (In Life, Oct. 11, 1954,
p.186) © 11Oct54; KK108839.

LILY-TULIP CUP CORP. ©
Movies for the finest entertainment,
for the finest movies, visit us
again; theatre design. No.957.
Job no.58847. Label. © 12Aug55;
KK110847.

LINN (FRED) ADVERTISING. ©
Did you ever fall off a log? Adver-
tising mats. Folder. Appl. au-
thor: Frederick Oliver Linn.
© 15Jul55; KK108690.

LION BROS. CO., INC. ©
Emblems ... Folder. © 19Oct55;
KK111129.

LLOYD-THOMAS CO. ©
How much is it worth today. Ap-
praisal maintenance service.
Folder. Appl. author: Edward
Zeisig. © 14Jun55; KK109115.

How to analyze and get the benefit
of co-insurance. Folder. Appl.
author: Edward F. Zeisig.
© 2Dec55; KK112926.

LOCK-RITE STRUCTURES CORP. ©
Build your garage, the world's fas-
test and best way, the Lock-Rite
way. Pre-fabricated garages &
homes. Brochure. Appl. author:
Michael Newmark Agency. © 1Jul55;
KK109509.

LOCKE MANUFACTURING CO. ©
Beautiful and dutiful, Locke wrought
iron railings, columns and allied
products for exteriors and interi-
ors. 11 p. Appl. author: Edward
J. Kusel. © 1Feb55; KK109925.

Custom railing order form. Sheet.
Appl. author: Edward J. Kusel.
© 13Jun55; KK108609.

Custom railing order form. 6 p.
Appl. author: Edward J. Kusel.
© 12Jul55; KK108706.

How to measure steps and check your
measurements. Wrought iron rail-
ing products. Sheet. Appl. au-
thor: Edward J. Kusel. © 30Jun55;
KK108607.

LODGE & SHIPLEY CO. ©
Lodge & Shipley power squaring
shears. 6 p. Appl. author:
Samuel Schindler. © 1Aug55;
KK112024.

Lodge & Shipley Powerturn 45° Copy-
matic lathes. 5 p. Appl. au-
thor: Samuel Schindler. © 1Aug55;
KK112026.

Lodge & Shipley 16" Powerturn
engine lathe. Folder. Appl. au-
thor: Samuel Schindler. © 1Jun55;
KK112023.

Lodge & Shipley 16" Powerturn tool-
maker lathe. Folder. Appl. au-
thor: Samuel Schindler. © 1Jun55;
KK112374.

Lodge & Shipley 10" H1-Turn lathes.
Bulletin no. 300-N.L.255. Folder.
Appl. author: Samuel Schindler.
© 15Apr55; KK108373.

Lodge & Shipley 13" Powerturn engine
lathe. Folder. Appl. author:
Samuel Schindler. © 1Jun55;
KK112021.

Lodge & Shipley 13" Powerturn tool-
maker lathe. Folder. Appl. au-
thor: Samuel Schindler. © 1Jun55;
KK112025.

Lodge & Shipley 20", standard,
Powerturn engine lathe. Folder.
Appl. author: Samuel Schindler.
© 1Jun55; KK112022.

Lodge & Shipley 20", standard,
Powerturn toolmaker lathe. Fold-
er. Appl. author: Samuel Schind-
ler. © 1Jun55; KK112027.

New Lodge & Shipley 10" H1-Turn
lathe. (In The Iron age, Apr. 21,
1955, p.14-15) Appl. author:
Samuel Schindler. © 21Apr55;
KK108372.

LODOLYN, R. S.
Super pain relief, quick acting,
R-Tra-Dol with pokeberry extract.
100 tablets. Medicinal product.
Label. © Roy S. Lodolyn; 22Aug55;
KK110092.

LOFT CANDY CORP. ©
Loft candies. Rainbow de luxe miniatures. Romance design. 1 pound net. Label. © 20Jul51; KK108363.

LONE RANGER, INC. ©
The Lone Ranger; 6 books to color. Authorized editions. 2926:39. Label. © 26Aug55; KK110154.

LONG (ROBERT L.) ENTERPRISES.
Make thousands of different pictures and designs with these ceramic kiddie blocks. Sheet. © Robert L. Long d.b.a. Robert L. Long Enterprises; 7Jun55; KK109052.

LONGINES-WITTMANER WATCH CO., INC. ©
Longines-Wittmaner mat service and advertising news. Spring '55 ed. 12 p. © 1May55; KK110540.

LONSDALE BAKERY CO. ©
Country Squire, white enriched bread, baked by Arnold's. Net weight 1 lb. Label. © 17Nov55; KK112247.

LORILLARD (P.) CO. ©
Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Airplane scene. (In Look, Aug. 9, 1955, p.14-15) © 26Jul55; KK108948.

Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. [Endorsed by] Dorothy Dandridge. (In Ebony, July 1955, p.56-57) © 9Jun55; KK108305.

Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Fishing scene. Cigarettes. (In Life, Aug. 22, 1955, p.8-9) © 19Aug55; KK109377.

Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. [Negro models; man lighting woman's cigarette] (In Ebony, June 1955, p.66-67) © 12May55; KK108304.

Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Night club scene. Cigarettes. (In Ebony, Sept. 1955, p.84-84) © 11Aug55; KK109378.

Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Night club scene. Cigarettes. (In Life, Sept. 19, 1955, p.186-187) © 16Sep55; KK110876.

Always smooth, never harsh or bitter, Old Gold treats your taste right all day long. Taxicab scene. Cigarettes. (In Life, Oct. 17, 1955, p.20-21) © 13Oct55; KK111132.

Every Old Gold treats your taste right all day long. Girl with cup and cigarette. Design no.1. Poster. © 1Jul55; KK108253.

From the first you light, to your last at night, Old Gold filter kings treat your taste right all day long. Record player scene. Cigarettes. (In Ebony, Nov. 1955, p.21) © 13Oct55; KK111133.

Old Gold filter kings treat your taste right all day long. Man with glasses, smoking cigarette. Design no.3. Poster. © 1Sep55; KK109977.

Smoke Old Gold Filter Kings, first big name brand with a filter. Man holding cigarette. Design no. 2. Poster. © 25Jul55; KK109049.

To really enjoy a filter cigarette, remember, it's what's in front of the filter that counts. Old Gold Filter Kings treat your taste

right, all day long. (In The New York times, Aug. 5, 1955, p.20) © 5Aug55; KK109177.

LOS ANGELES METROPOLITAN BUICK DEALERS' ASSN. ©
Buick, Southern California's most wanted car. (In Los Angeles examiner, Oct. 3, 1955, section 1, p.17) Appl. author: Dan B. Miner Co. © Los Angeles Metropolitan Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 30Oct55; KK111911.

The Class of '56. Automobiles. (In Los Angeles examiner, Nov. 11, 1955, section 1, p.14) Appl. author: Dan B. Miner Co. © Los Angeles Metropolitan Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 11Nov55; KK111910.

More than ever, Southern California's most wanted car, '56 Buick, best Buick yet. (In Los Angeles examiner, Dec. 9, 1955, section 3, p.5) Appl. author: Dan B. Miner Co. © Los Angeles Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 9Dec55; KK112908.

No wonder Buick is Southern California's most wanted car. (In Los Angeles times, Aug. 15, 1955, pt.1, p.12) Appl. author: Dan B. Miner Co. © Los Angeles Metropolitan Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 15Aug55; KK110994.

No wonder Buick is Southern California's most wanted car. (In The Los Angeles times, Sept. 6, 1955, pt.2, p.8) Appl. author: Dan B. Miner Co. © 6Sep55; KK110117.

No wonder Buick is Southern California's most wanted car. (In Los Angeles times, Sept. 6, 1955, pt.2, p.8) Appl. author: Dan B. Miner Co. © 6Sep55; KK110799.

LOS ANGELES SMOKING & CURING CO. ©
Lasco, sliced, smoked salmon. Net wt. 3 oz. Label. Appl. author: Richard Mount. © 10Nov55; KK112329.

LOTTON, IWAN L.
Palamonium. SEE Du Pont de Nemours (E. I.) & Co., Inc.

LOUIDA.
Be Youthful Lady cream. Cosmetic. Label. © Louida Mitcham Barnes d.b.a. Louida; 1May55; KK108636.

LOUIS MILANI FOODS, INC. SEE Milani (Louis) Foods, Inc.

LOUROL ENTERPRISES.
Davy Crockett, Daniel Boone, Indian fighters and frontier builders. Wood & plastic building materials. Label. © Louis Rollnick d.b.a. Lourol Enterprises; 8Aug55; KK109795.

LOY, PERCY W. & ROBERT WONG d.b.a.
KUBLA KHAN FOOD CO. SEE Kubla Khan Food Co.

LUCAS, JOHN DEARBORN.
Now for a wet beer. SEE Graham, Ray A., Jr.

LUCKOFF & WAYBURN, INC. ©
De luxe jewelry ad-mat service. Sept.-Oct. 1955. © 18Aug55; KK109744.

Nov.-Dec. 1955. © 15Oct55; KK111163.

LUCKY CALENDAR CO.
Acme Lucky Calendar. (The Acme Lucky Calendar merchandising program) Appl. author: Matthew J. Cassidy, Jr. © Lucky Calendar Co., Inc.; 24Aug55; KK110392.

LUCKY LADY CO.
Lucky Lady brand fine quality pillow cases. Label. © Robert Luis Heyden d.b.a. Lucky Lady Co.; 15Dec52; KK110584.

LUCKY LAGER BREWING CO. ©
So light and bright, made just right; Lucky Lager, the beer with the age-locked flavor. (In Bridgeport chronicle-union, Oct. 14, 1955, p.5) Appl. author: McCann-Erickson, Inc. © 14Oct55; KK111689.

You'll like Lucky, the aged beer, says Rosalind Russell. (In Western livestock journal, Dec. 1954, p.3) Appl. author: McCann-Erickson, Inc. © 15Nov54; KK109592.

LUCKY STRIDE SHOES, INC. ©
This is Edith Henry's new Lucky Stride and Whis-Purrs, fall 1955 matalog. 18 p. © 15Aug55; KK109602.

LUKENS STEEL CO. ©
Lukens clad steels save up to 50 o/o on materials for vessels using stainless, nickel, Inconel, Monel. Folder. © 1Sep55; KK112690.

LUMA-RIM CORP. ©
Disc-Lite looks like a light for all auto bumpers. Reflective discs. Sheet. Appl. author: Robert S. Coombs. © 15Dec54; KK108295.

LUXOR LIGHTING PRODUCTS, INC. ©
Luxor Mercury Vaporlux lamps. Sheet. Appl. author: Robert J. Parks. © 14Nov55; KK112152.

LYON METAL PRODUCTS, INC. ©
Something to be proud of; your Lyon steel kitchen in your choice of colors. Folder. Appl. author: Everett Victor Westmeyer. © 1Jun55; KK109033.

M

M. & B. BUDGIE ACRES.
M & B, More and Better, aviary and cage spray. One pint. Label. Appl. author: Neale H. Stewart. © Manuel F. Suarez & Robert A. Bodenschatz d.b.a. M. & B. Budgie Acres; 30May55; KK111994.

M & M WOOD WORKING CO. ©
How to hang a Malarkey door. Folder. Appl. author: Joseph R. Gerber Co. © 25Aug55; KK110122.

M & R DIETETIC LABORATORIES, INC. ©
New, easy, thrifty way to cream your coffee. Pream, a delicious 100 % dairy product in powdered form ... Want a foolproof cream sauce recipe? Pream on spoon over blue cup & saucers (In Life, Sept. 13, 1954, p.106) Appl. author: Benton & Bowles, Inc. © 9Sep54; KK108833.

New, easy, thrifty, way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Black & white coffee pot; Pream on spoon over coffee in black & white cup; open jar] (In Woman's day, July 1955, p.19) Appl. author: Benton & Bowles, Inc. © 30Jun55; KK109387.

New, easy thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on copper spoon over white cup] (In American home, June 1955, p.68) Appl. author: Benton & Bowles, Inc. © 26May55; KK110428.

M & R DIETETIC LABORATORIES, INC. © Cont'd.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on copper spoon over white cup] (In Woman's day, Apr. 1955, p.27) Appl. author: Benton & Bowles, Inc. © 31Mar55; KK108571.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on silver spoon over floral designed cup] (In Ladies' home journal, Apr. 1955, p.129) Appl. author: Benton & Bowles, Inc. © 25Mar55; KK108570.

New, easy thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on spoon over black & white cup; black & white coffee pot; open jar] (In Good housekeeping, July 1955, p.23) Appl. author: Benton & Bowles, Inc. © 20Jun55; KK110623.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on spoon over black & white cup; matching coffee pot; open jar] (In Life, June 20, 1955, p.63) Appl. author: Benton & Bowles, Inc. © 15Jun55; KK110425.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on spoon over butterfly designed cup] (In Good housekeeping, Mar. 1955, p.143) Appl. author: Benton & Bowles, Inc. © 21Feb55; KK108574.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on spoon over swirl patterned white cup; coffee server] (In Life, Apr. 18, 1955, p.97) Appl. author: Benton & Bowles, Inc. © 14Apr55; KK108957.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... [Pream on spoon over white cup] (In Better homes & gardens, May 1955, p.102) Appl. author: Benton & Bowles, Inc. © 25Apr55; KK108573.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... says: for more flavor, less work, cook with Pream. (In Woman's day, May 1955, p.75) Appl. author: Benton & Bowles, Inc. © 30Apr55; KK108615.

New, easy, thrifty way to cream your coffee. Pream, 100 % dairy product in instant powdered form. Sally Ross ... says: you can cook so many things easier ... (In Good housekeeping, May 1955, p.113) Appl. author: Benton & Bowles, Inc. © 20Apr55; KK108614.

M & R LABORATORIES. ©

The armadillo's family life is well arranged. Similac. 5118237.24. Pharmaceuticals. Mail folder. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111139.

The baby chimp is seldom sick; his mama's milk, it does the trick. Similac. 5120237.25. Pharmaceuticals. Mail folder. Appl. author: William Douglas McAdams, Inc. © 8Dec55; KK112447.

Mama otters in the sea raise their offspring tenderly. Similac. 5120237.27. Pharmaceuticals. Mail folder. Appl. author: William Douglas McAdams, Inc. © 8Dec55; KK112451.

Nursing problems reduced when Similac is the prescribed infant feeding. (First nurses' mailing) 5150240.17. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams, Inc. © 8Dec55; KK112449.

Nutritional protection against infantile colic with regular Similac feeding. 5119226.34. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 20Sep55; KK110183.

Nutritional protection against infantile eczema with regular Similac feeding. 5119226.35. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111135.

Nutritional protection against perianal dermatitis of the newborn. Similac powder. 5118 226.37. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 1Dec55; KK112299.

Nutritional protection against perianal dermatitis of the newborn at a cost of less than one cent per ounce of feeding with Similac. 5118 228.37. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams, Inc. © 8Dec55; KK112450.

Nutritional protection against vitamin C deficiency with regular Similac feeding. 5119226.36. Pharmaceuticals. Folder. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111137.

Quick turnover with Similac, the preferred infant formula in liquid form. 5327.19. Pharmaceuticals. Sheet. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111134.

Right after birth the young giraffe stands up to five feet and a half. Similac. 5115237.22. Pharmaceuticals. Mail folder. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111140.

The three-toed sloth, he looks inept ... Similac. 5120237.26. Pharmaceuticals. Mail folder. Appl. author: William Douglas McAdams, Inc. © 8Dec55; KK112448.

To attain an infant food so similar to the milk of healthy, well-nourished mothers that there is no closer equivalent. Similac. 550311.01. Pharmaceuticals. Pamphlet. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111134.

When maternal anxiety distorts the image. 10. Too sleepy. Similac. 5119228.34. Pharmaceuticals. Sheet. Appl. author: William Douglas McAdams, Inc. © 20Sep55; KK110182.

When maternal anxiety distorts the image. 11. First episode of regurgitation. Similac. 5119228.35. Pharmaceuticals. Sheet. Appl. author: William Douglas McAdams, Inc. © 19Oct55; KK111136.

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M-H EQUIPMENT CO. ©

The money maker; dealer letter. Materials handling equipment: platform trucks, dollies, etc. Sheet. Appl. author: Jack A. Mathews. © 6Sep55; KK109960.

MA LEVIN'S HOMESTEAD.

Beat the Clock automobile carnival. (In The Boston daily globe, May 24, 1955, p.27) Appl. author: Seymour Levin. © Homestead Motor Car Co. d.b.a. Ma Levin's Homestead; 24May55; KK108529.

Homestead auto news. Ma's night owl party biggest eight hour sale in Boston automotive history. (In Boston evening American, Aug. 19, 1955, p.47) Appl. author: Seymour Levin. © Homestead Motor Car Co. d.b.a. Ma Levin's Homestead; 19Aug55; KK108881.

It's here again folks, Ma Levin's exclusive Beat the Clock automobile carnival. (In Boston evening American, Sept. 27, 1955, p.47) Appl. author: Seymour Levin. © Homestead Motor Car Co. d.b.a. Ma Levin's Homestead; 27Sep55; KK110411.

Race the Clock for tremendous savings. Used cars. (In Boston daily record, Nov. 30, 1955, p.43) Appl. author: Seymour Levin. © Homestead Motor Car Co., d.b.a. Ma Levin's Homestead; 30Nov55; KK111436.

MACBETH CORP. ©

Macbeth color quality control. Bulletin no.232. Color matching lamps. Folder. Appl. author: William Hugh Stuart. © 24Jun55; KK108637.

MCCLANAHAN, ANTHONY R., WILLIAM R. HATTEM, & MARY F. HATTEM d.b.a. ICY-ADE PRODUCTS CO. SEE Icy-Ade Products Co.

MCCONNELL, W. W., sole owner, CALCIUM MAGNESIUM CO. SEE Calcium Magnesium Co.

MCCORMICK & CO., INC. ©

McCormick Season-All, savor salt. 3 1/4 ozs. net wt. Label. © 1Jul55; KK110577.

Schilling, double, superfine mustard. 1 1/4 ozs. net wt. Label. © 19Oct55; KK112177.

Schilling imported paprika. 1 1/2 ozs. net wt. Label. © 19Oct55; KK112176.

Schilling whole black pepper. Net wt. 1 3/4 ozs. Label. © 12Jul55; KK112178.

MCCULLOUGH, LESTER.

Wrought iron legs for new or remodeling furniture. Sheet. © Lester Clarence McCullough; 1Aug55; KK109189.

MCDANIEL (SAM) & SONS, INC. ©

Bunker Hill brand brown gravy and sliced beef. Contents 1 pound. Label. © 15Apr54; KK108267.

Bunker Hill brand brown gravy and sliced beef liver. Contents 1 pound. Label. © 20Jun55; KK108552.

Bunker Hill brand canned beef and beef stock. Contents 1 pound. Label. © 15Apr54; KK108266.

Bunker Hill brand gravy and beef chunks. Contents 1 pound. Label. © 15Sep54; KK108268.

MCGOWN (PEARL K.) INC. ©

Dear Hookcraftsman. Hooked rug patterns with instructions. Appl.

author: Pearl K. McGown.
Leaflet no.
4. © 15Feb55; KK112663.
5. © 10Oct55; KK112662.
Sept. 15, 1955. © 15Sep55;
KK110283.
Oct. 15, 1955. © 15Oct55;
KK112660.
Nov. 15, 1955. © 15Nov55;
KK112661.

MCGRW ELECTRIC CO.

Announces 2 new toasters, a big introductory offer, a 90-day special, by Toastmaster. New Toastmaster B18 ... & ... A6 automatic toasters. Toast 'N Jam sets. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Jan55; KK110230.

At Dykman's, we average 1000 checks daily ... thanks to the new Toastmaster de luxe hot-food servers. (In American restaurant magazine, Jan. 1955, p.80-81) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Dec54 (in notice: 1955); KK109480.

Be thrifftty, mon, trade in your old toaster on the new Toastmaster Powermatic toaster. (In Restaurant equipment dealer, Feb. 1955, p.6-7) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Jan55; KK109478.

Been taking a gold mine for granted? Toastmaster toasters. Mail folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 9Apr54; KK110238.

Biggest trade-in allowances ever offered on the ... new Toastmaster Powermatic toaster. (In Restaurant equipment dealer, Mar. 1955, p.6) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Feb55; KK109477.

Cook ahead and keep foods oven-fresh for instant service. New Toastmaster, de luxe hot-food server. (In Restaurant equipment dealer, May 1955, p.71) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Apr55; KK109476.

First crunch to last crisp crumb, it's Toastmaster toast. (In The Saturday evening post, Sept. 17, 1955, p.18) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co. (in notice: McGraw Electric Co.); 17Sep55; KK112774.

For modern space-saving living, Toastmaster presents America's newest, most compact automatic toaster. cColor: (In Look, Apr. 19, 1955, p.50) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 19Apr55; KK109079.

For modern space-saving living, Toastmaster presents America's newest, most compact toaster. cB&W: (In McCall's, May 1955, p.89) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 21Apr55; KK109080.

For raising a fine family, choose her gift from America's family of fine toasters. (In Better homes & gardens, May 1955, p.116) Appl. author: Frederick J. Wachter.

© Toastmaster Products Division, McGraw Electric Co.; 21Apr55; KK109078.

For the widest gift choice ever, America's family of fine toasters, by Toastmaster, new Powermatic toasters. Toast 'N Jam sets. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Jan55; KK110228.

From America's family of fine toasters, choose the bridal gift of gifts. cB&W: (In McCall's, June 1955, p.67) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 19May55; KK109076.

From America's family of fine toasters, choose the bridal gift of gifts. cColor: (In The Saturday evening post, May 21, 1955, p.112) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 21May55; KK109077.

Get this permanent Toastmaster display free. Toastmaster automatic and Powermatic toasters. (In Electrical merchandising, Aug. 1955, p.38-39) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Aug55; KK112320.

Heed this warning: Outdated toast service costs you money. The new Toastmaster Powermatic toaster. (In Institutions, July 1955, p.24) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Jul55; KK112771.

Hot pie makes a good drawing card. Toastmaster hot-food server. (In American restaurant, Oct. 1955, p.44) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Oct55; KK112316.

How Herman's Lunch uses Toastmaster products to help double turnover in pint-sized space. Toasters; hot-food servers & waffle bakers. (In American restaurant magazine, Sept. 1955, p.88-89) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Aug55; KK112318.

Make your store gift headquarters with this easy-to-use window and counter sign. Toastmaster products. (In Electrical merchandising, Nov. 1954, p.142) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Nov54; KK109081.

The most distinctly different toaster in the world, the sensational, new Toastmaster super de luxe toaster with amazing ease and astonishing speed, power-action. Sheet. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 23Sep54; KK110234.

Never before in housewares history have you had the sales impact of Toastmaster's golden slice. Toasters. (In Housewares review, Sept. 1955, p.43) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Aug55; KK112317.

New low cost gives you increased profit on this famous Toastmaster toaster. Sheet. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Jun55; KK110227.

New 3-slice Powermatic toaster for king-size families and those who want the newest, biggest, and best, another great Toastmaster first. Sheet. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 21Sep54; KK110235.

New Toastmaster 1B18 automatic 2-slice toaster. Form D212. Sheet. Appl. author: D. E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 23Aug55; KK110094.

Now, a three-slice toaster for king-size families. (In House beautiful, Oct. 1954, p.223) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 21Sep54; KK109083.

Offers you Toastmaster's Golden Slice, the promotion that brings you a big slice of sales gold. Mail this Toastmaster Golden Slice profit-builder order ... Toaster & Toast 'N Jam set. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 24Jun55; KK110225.

One of these Toastmaster gifts is your perfect Christmas choice. Super de luxe toaster & toast & jam set. (In Elgin daily courier-news, Dec. 1, 1954, p.15) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Dec54; KK109479.

Only Toastmaster offers your customers a choice of 4 models: A6 automatic; B18 automatic; B16 Powermatic; C4 Powermatic [toasters] (In Electrical merchandising, Oct. 1955, p.129) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Oct55; KK112312.

Only Toastmaster toast is timed so accurately, its golden goodness never varies. Toastmaster Powermatic toaster. (In Modern hospital, Oct. 1955, p.205) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Oct55; KK112314.

Our Toastmaster Powermatic toasters keep perfect pace with our assembly line, says Miss E. Grote ... (In The Modern hospital, July 1955, p.163) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Jul55; KK112773.

Powerful advertising is pre-selling your prospects on Toastmaster toasters. Use this year-round sales planner. Toast 'N Jam sets. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 21Dec54 (in notice: 1955); KK110232.

Sell your customers the toaster station idea, for finer toast service and increased sales. Toastmaster Powermatic, 4-slice model. (In Restaurant equipment dealer, Oct. 1955, p.33) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Sep55; KK112313.

MCGRAW ELECTRIC CO. Cont'd.

Short sales tips that sell Toastmaster toasters. Toast 'N Jam sets. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 18Dec54 (in notice: 1955); KK110233.

There's money in Toastmaster hot-food servers. (In Restaurant equipment dealer, July 1955, p.42) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Jun55; KK112772.

3-way service at Hobby Ranch House hinges on the new Toastmaster de luxe hot-food servers. (In Restaurant equipment dealer, Apr. 1955, p.22-23) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25Mar55; KK109481.

Toastmaster announces 2 new toasters, a big introductory offer, a 90-day special. New Toastmaster B18 ... & A6 automatic toaster. Toast 'N Jam sets. Mail folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 11Dec54; KK110231.

The Toastmaster automatic iron, with super-sensitive temperature control, maintains more accurate ironing temperature. Form D214. Catalog page. Appl. author: L. E. Hoffman. © Toastmaster Products Division, McGraw Electric Co.; 28Oct55; KK111464.

Toastmaster automatic waffle baker. Form D213. Sheet. Appl. author: D. E. Roettger. © Toastmaster Products Division, McGraw Electric Co.; 6Oct55; KK110741.

Toastmaster hot-food servers, a size to fit every need. Form C609. Folder. Appl. author: Richard J. Thorne. © Toastmaster Products Division, McGraw Electric Co.; 18Aug55; KK110119.

Toastmaster hot-food servers keep foods oven-fresh for quick banquet service. (In Hotel management, Aug. 1955, p.62) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Aug55; KK112319.

Toastmaster makes it 3 first in a row. Automatic toasters & Toast 'N Jam sets. Mail folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 30Aug54; KK110236.

Toastmaster Powermatic toasters. Toast 'N Jam sets. Sheet. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Jan55; KK110229.

Toastmaster products for finer food and finer food service. All new Toastmaster Powermatic toaster. Folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 17Sep54; KK110237.

Toastmaster's Golden Slice, the promotion that brings you a big slice of sales gold. The biggest advertising program in Toastmaster history. Toasters & Toast 'N Jam sets. Mail folder. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 16May55; KK110226.

Toastmaster's sure-fire profit trio. Toasters. (In Electrical merchandising, Feb. 1955, p.126-127) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Feb55; KK109075.

Toastmaster's sure-fire profit trio. Toasters. (In Retailing daily, Jan. 14, 1955, p.30-31) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 14Jan55; KK111323.

Twenty years ago this was a modern restaurant. Toastmaster Powermatic toaster; 4-slice model. (In Hotel management, Oct. 1955, p.169) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Oct55; KK112315.

The ultimate in buy-appeal, new 2 and 3 slice Toastmaster Powermatic toasters. (In Hardware retailer, Jan. 1955, p.204) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Jan55; KK112775.

Using Toastmaster Powermatic toasters, it's no charge for eggs if your toast is cold at the Plantation House. (In Hotel management, July 1955, p.6-7) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Jul55; KK112770.

Whoever you want to please, whatever you want to spend, one of these Toastmaster gifts is your perfect Christmas choice. cB&W (In South Bend tribune, Dec. 10, 1954, p.25) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Dec54; KK109084.

Whoever you want to please, whatever you want to spend, one of these Toastmaster gifts is your perfect Christmas choice. cColors (In Holiday, Dec. 1954, p.125) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Nov54; KK109085.

You betcha, I sure do stock Toastmaster's complete line of automatic toasters. (In Electrical merchandising, Mar. 1955, p.257) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Mar55; KK109087.

You'll sell more toasters by featuring the complete Toastmaster line. (In Electrical dealer, Apr. 1955, p.26) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Apr55; KK109086.

MCGRAW ELECTRIC CO. (CANADA) LTD. ©

Whoever you want to please, whatever you want to spend, one of these Toastmaster gifts is your perfect Christmas choice. cColors (In Chatelaine, Dec. 1954, p.5) Appl. author: Frederick J. Wachter. © 22Nov54; KK109082.

MCGRAW ELECTRIC CO., LTD.

Choose her gift from this family of fine toasters; B14 automatic; B18 automatic; B16 Powermatic. (In Chatelaine, Nov. 1955, p.80) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co., Ltd.; 22Oct55; KK112311.

MCKIERNAN-TERRY CORP. ©

McKiernan-Terry multiple roll calenders. Bulletin T-103. Folder. Appl. author: Edgar Fabian Cohen. © 19Aug55; KK110349.

MCMAHON, NELSON J., EDWARD H. LARSON & ELMER SILHA composing the firm DONALD EDWARDS PHARMACEUTICAL CO. SEE Edwards (Donald) Pharmaceutical Co.

MCMAHON, NELSON J., ELMER SILHA & EDWARD H. LARSON composing the firm ELMORENE CO. SEE Elmorene Co.

MACON GROCERY CO. ©

Saxony brand fancy yellow cling peach halves in extra heavy syrup. Castle design. Contents 6 lbs. 14 ozs. Label. Appl. author: W. E. Harper. © 27Jul55; KK110140.

MACY (R. H.) & CO.

Davidson's of Dixie, the South's first family of department stores. Women's wearing apparel. (In The Atlanta Journal, May 12, 1955, p.9) © R. H. Macy & Co., Inc.; 12May55; KK108756.

MADSEN AGENCY. ©

Could this be you? Change all this to perfect sleeping with the bed that doesn't sell you short, King Size contour sleeper. (In The Spokesman-review, Aug. 28, 1955, p.22) Appl. author: Arthur L. Madsen. © 28Aug55; KK109755.

MAEGUS ENTERPRISES, INC. ©

Flok-O-Fun. Coloring kit. Label. Appl. author: August Pierog. © 8Jul55; KK109235.

Instruction sheet included in Sno-Flok cXmas snow spray kit. Appl. author: August Pierog. © 8Jul55; KK110670.

Sno-Flok base. Aerosol container for Xmas snow. Contents 6 oz. net wt. Label. Appl. author: August Pierog. © 8Jul55; KK109233.

Sno-Flok spray kit. Box cover for Xmas snow. Label. Appl. author: August Pierog. © 8Jul55; KK109234.

MAGINNISS POWER TOOL CO. ©

Maginniss Hi-Lectric 180 cycle concrete vibrators, multi-purpose generators. Folder. Appl. author: Robert Sterling Lee. © 1Jun55; KK108632.

MAGLA PRODUCTS.

Magla flame-proof ironing board cover. Label. © Herbert Glatt d.b.a. Magla Products; 7Sep55; KK109947.

MAGLINE, INC. ©

First ... Magliner magnesium hand trucks. Bulletin HT-101R. Folder. © 12May55; KK108300.

MAID-EASY CLEANSING PRODUCTS CORP. ©

The amazing metal gleamer, Maid-Easy Wow. 16 fluid ounces. Label. © 10Aug55; KK110491.

Now, lightning quick, sunshine bright, metal polishing with Maid-Easy Wow, the amazing metal gleamer. Folder. © 10Aug55; KK110490.

MAIDEN FORM BRASSIERE CO.

I dreamed I climbed the highest mountain in my Maidenform bra. (In Charm, July 1955, p.88) Appl. author: William H. Weintraub & Co., Inc. © Maiden Form Brassiere Co., Inc.; 22Jun55; KK108698.

I dreamed I was a social butterfly in my Maidenform bra. Prelude, newest Maidenform bra. (In McCall's, Oct. 1955, p.65) Appl. author: Norman, Craig & Kummel, Inc. © 20Sep55; KK111846.

MAINTENANCE ENGINEERING CO. ©

Meco Black Knight, guardian of bituminous paving, keeps out jet fuels, gasoline, oils. Surface sealer. Sheet. Appl. author: J. P. Tyrrell. © 27Jul55; KK108953.

MAJESTIC FURNITURE. ©

Now, purchase your furniture the easy way. Big 5 budget plan. (In The Seattle times, July 14, 1955, p.33) © 14Jul55; KK109508.

MALTEX CO., division of HEUBLEIN. SEE Heublein.

MANCHESTER HOSIERY MILLS.

Ironwear Insured. Kittens. Label. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 6Sep55; KK110269.

Ironwear nylons sales carnival, a program of prizes for alert sales girls. Folder. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 30Oct55; KK112469.

MANHATTAN SHIRT CO. ©

Famous American Artists' designs in sportswear by Manhattan. (In Time, June 13, 1955, p.39) Appl. author: Norris Konheim. © 8Jun55; KK109069.

From the Far East, new ideas in Manhattan sportswear. (In Time, May 16, 1955, p.9) Appl. author: Norris Konheim. © 11May55; KK108596.

Give dad a Manhattan that's 2 shirts in 1. Dress 'N Play. (In Good housekeeping, June 1955, p.212) Appl. author: Ann Haggerty. © 20May55; KK108593.

Manhattan creates a special shirt for Ivy League circles. (In Time, Sept. 12, 1955, p.2 of cover) Appl. author: Billings Fuess, Jr. © 7Sep55; KK111719.

Manhattan Nutone shirts, right colors for today's new suits. (In Life, Oct. 24, 1955, p.109) Appl. author: Billings Fuess, Jr. © 21Oct55; KK111831.

Manhattan's choice for dad is almost too appealing. (In Life, June 6, 1955, p.104) Appl. author: Norris Konheim. © 3Jun55; KK109068.

May I ask who makes your underwear? Manhattan, of course. (In Life, Sept. 12, 1955, p.200) Appl. author: Billings Fuess, Jr. © 9Sep55; KK111718.

New soft look for a busy day: Lady Manhattan. (In Charm, Sept. 1955, p.63) Appl. author: Billings Fuess, Jr. © 22Aug55; KK111721.

Register in, in the smartest way: Lady Manhattan. (In Mademoiselle, Aug. 1955, p.141) Appl. author: Betty Barton. © 29Jul55; KK109926.

This Manhattan Bali-Batiste weighs less than 3 ice cubes. (In Life, May 23, 1955, p.5) Appl. author: Norris Konheim. © 20May55; KK109070.

This Manhattan Dress 'N Play shirt can take a tie, or leave it. (In Time, June 6, 1955, p.39) Appl. author: Norris Konheim. © 1Jun55; KK109067.

Washed with All over 104 times, and his Manhattan Span still looks new. (In Life, Sept. 19, 1955, p.163) Appl. author: Billings Fuess, Jr. © 16Sep55; KK111720.

Your fine suit deserves a Golden Needle shirt. (In Time, Oct. 17, 1955, p.1) Appl. author: Billings Fuess, Jr. © 12Oct55; KK111830.

MANHEIM MANUFACTURING & BELTING CO. ©

Manheim-Veelink reduces vibration 20 % to 90 %. Folder. Appl. author: Foltz-Wessinger, Inc. © 12Jul55; KK108737.

Selling Veelink quality is as easy as +, -, x, ÷. V belt. Folder. Appl. author: Van Sant, Dugdale & Co. © 10Oct55; KK111458.

Selling Veelos quality is as easy as +, -, x, ÷. V belt. Folder. Appl. author: Van Sant, Dugdale & Co. © 10Oct55; KK111459.

Veelos V-belt reduces vibration 20 % to 90 %. Folder. Appl. author: Foltz-Wessinger, Inc. © 12Jul55; KK108738.

MANUFACTURERS NEW PRODUCTS SERVICE. ©

Adjustable strainer. Sheet. Appl. authors: Athos J. Murphy & Lawrence J. Udell. © 30Sep55; KK111322.

MANULKIN, EDWARD & PETER TIMCHAL forming the partnership STERLING MODELS. SEE Sterling Models.

MARATHON CORP. ©

Fresh, delicious Holsum enriched bread. Min. wt. 15 ozs. Label. Appl. author: Richard F. Mount. © 29Aug55; KK110548.

Holsum enriched bread; sandwich. Net weight 1 1/2 pounds. Label. Appl. author: Claude Cole. © 22Sep55; KK111130.

MARCAL PAPER MILLS, INC. ©

Marcial facial quality. Peach. Toilet paper wrapper. 1000 sheets. Label. © 8Aug55; KK109345.

Marcial jumbo size drinking straws. 50. Label. © 1Jul55; KK109344.

MARGHAB (EMILE) INC. ©

Cocktail napkins, by Marghab. Towels, by Marghab. Knight ... Pine Cones ... Simplicity. Sheet. © 9Sep55; KK109991.

Ladies' handkerchiefs, by Marghab. Men's handkerchiefs, by Marghab. Sheet. © 9Sep55; KK109993.

Molded corner, by Marghab. Various articles, by Marghab. Place mats. Sheet. © 9Sep55; KK109994.

Small cloth sets, by Marghab. Tray sets with napkins, by Marghab. Sheet. © 9Sep55; KK109996.

Towels, by Marghab. Cocktail napkins, by Marghab. Dream Boat ... Scalloped Band ... Tree. Sheet. © 9Sep55; KK109992.

The wheat, by Marghab. Open scroll, by Marghab. Place mats. Sheet. © 9Sep55; KK109995.

MARIETTA METAL PRODUCTS CORP. ©

Magic-Heat, heating at its best. Steel heating unit. Folder. Appl. author: John Hancock. © 18Nov55; KK112073.

MARION, JAMES, owner, IMPERIAL CHINA CO. SEE Imperial China Co.

MARION ELECTRICAL INSTRUMENT CO. ©

Marion advancement in instrument design; no gaskets, no cements. (In Design news, Sept. 15, 1955, p.24) Appl. author: Meissner & Culver, Inc. © 15Sep55; KK110946.

Marion advancement in instrument design; setting new standards. (In Aviation week, Sept. 12, 1955, p.87) Appl. author: Meissner & Culver, Inc. © 12Sep55; KK110945.

Marion advancement in instrument design. Soldering problems. (In Electronics, Sept. 1955, p.296) Appl. author: Meissner & Culver, Inc. © 1Sep55; KK111202.

MAR-KIT CORP. ©

Grandma Burny's, the original french garlic beets, made from an imported recipe. Contents 1 pint. Label. © 24Oct55; KK111805.

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Face. A visit with Buffalo Bill. Caleb's column. Book section. (In Chicago daily tribune, Nov. 15, 1955, pt.1, p.17) © 15Nov55; KK112160.

Face. All roads lead to Field's. Caleb's column. Wearing apparel. (In Chicago daily tribune, Sept. 26, 1955, pt.1, p.21) © 26Sep55; KK110785.

Face. All the world's a campus. Caleb's column. College fashions. (In Chicago daily tribune, Aug. 18, 1955, pt.1, p.17) © 18Aug55; KK109587.

Face. An elephant you'll never forget. Caleb's column. Imports; toys. (In Chicago daily tribune, Oct. 5, 1955, pt. 1, p.21) © 5Oct55; KK111051.

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Face. Dior, De Givenchy and you. Caleb's column. Wearing apparel. (In Chicago daily tribune, Sept. 12, 1955, pt.1, p.23) © 12Sep55; KK110152.

Face. Gay imports on parade. Caleb's column. Wearing apparel. (In Chicago daily tribune, July 21, 1955, p.17) © 21Jul55; KK108986.

Face. How a Christmas dream came true. Caleb's column. Christmas decorations. (In Chicago daily tribune, Nov. 30, 1955, pt.1, p.19) © 30Nov55; KK112464.

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Fresh Marshburn Farms California carrots. Farmer design. Red bag. Net weight one pound. Label. Appl. author: Tinsley T. Jepson. © Marshburn, Inc. d.b.a. Marshburn Farms; 1Apr55; KK110098.

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Recipe collection from the Marshburn farms. Fresh vegetables. 10 p. Appl. author: William C. Kuhn. © Marshburn, Inc.; 22Sep55; KK111762.

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Jib-It. Shoe lace wax. Sales card label. © Lee Rex Marvin; 15Sep55; KK110955.

MARZETTI (T.) CO. ©

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Models 3800 and 3807 temperature controllers. Instructions no. 2018; parts references. 4 p. Appl. author: Frank Vincent Murray. © 14Jul55; KK108888.

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Ferguson industrial Dyna-Balance mower. Sheet. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 23Aug55; KK109663.

Ferguson rear-mounted Dyna-Balance mower. Form no. 3-39/655-100-1. Folder. Appl. author: Arthur George Broughton. © 18Jul55; KK108952.

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The Ferguson side-mounted, dyna-balance mower. Folder. © Massey-Harris-Ferguson, Inc., Ferguson Division; 10Aug55; KK109279.

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It pays to paste broilers, fryers [and] roasters with Tend-A-Wate 537. Veterinary composition. (In The Poultryman, Oct. 28, 1955, p. 6A) © 28Oct55; KK112034.

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- Poultrymen wise, hormonize ... with Tend-A-Wate 537 with Methimazole. Veterinary compositions. (In American hatchery news, July 1955, p.31) © 30Jun55; KK108401.
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Mel-O-Flo Jet-Aerator impulse-pak installation instructions. Mel-O-Flo Jet-Aerator merchandising card. Label. Appl. authors: Sidney J. Shames & Harold Shames. © 15Aug55; KK110647.
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Memco electric power connectors. Bulletin 403-B. 22 p. © 26Jul55; KK109940.
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- MERCHANDISE SELECTORS, INC. ©**
Aunt Betty's 7 way electric kitchen space saver. (Seven-way electrified kitchen kaddy) Ad mat no. A-42. Sheet. Appl. author: Meyer Robbin. © 9Feb55; KK112120.
- Free, Ralph Edwards' This Is Your Life album, pocket size. Twin lens reflex flash camera outfit. (Flash camera outfit w/album) Ad mat no. G-21. Sheet. Appl. author: Meyer Robbin. © 11Mar55; KK112124.
- Genuine chromspun, quilted taffeta ... bedspreads. (Chrome spun bedspread) Ad mat no. E-17. Sheet. Appl. author: Meyer Robbin. © 16Jun55; KK112122.
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From A to Z on your Christmas list, the gift most likely to succeed. Webster's new collegiate dictionary. (In Life, Nov. 28, 1955, p.24) © 23Nov55; KK112504.
- METAL MASTERS, division of WALL LABORATORIES. SEE Wall Laboratories.**
- METER LABORATORIES. ©**
Davy Crockett vitamins. 90 tablets. Label. Appl. author: O. Parmeter. © 13Jul55; KK108774.
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Butler's Southern Charm shoes. Shoe cartons. Label. © 1Sep55; KK109824.
- Triangle shoes. SEE Triangle Shoe Co.
- MICHEL'S, WILLIAM F. d.b.a. ORNAMENTAL ARTS & CRAFTS. SEE Ornamental Arts & Crafts.**
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DDT profits ... Pestmaster brand. Folder. © 25May55; KK109408.
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- Use Dustmaster liquid chloride for dust treatment and stabilization of your gravel streets. (In Michigan municipal review, Apr. 1955, p.71) © 1Apr55; KK108406.
- We are ready to serve you with Dustmaster liquid chloride. (In Michigan roads & construction, Apr. 14, 1955, p.39) © 1Apr55; KK108405.
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Ready to use Thank You brand black raspberry pie filling. Contents 1 lb. 6 oz. Label. © 15Jul55; KK109576.
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- Ready to use Thank You brand strawberry pie filling. Contents 1 lb. 6 oz. Label. © 15Jun55; KK109577.
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How to install Consoweld 10, decorative plastic surfacing, with Roltite mastic for Consoweld 10. 4. Folder. Appl. authors: Judson W. Perkins & Glenn F. Roquemore. © Midcontinent Adhesive Co. & Consoweld Corp.; 29Sep55; KK111532.
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It's new, it's here, it's the Midland product of the year, Midland Cooperative Infra-Heat, fuel oil. (In The Milwaukee Journal, Sept. 11, 1955, pt.5, p.8) Appl. author: William F. Eisner. © 11Sep55; KK111023.
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Designers lamps, fashion originals, by Midwest. Label. Appl. author: Lester Langer. © 14Dec55; KK112612.
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There's money all around you waiting for Rug-Gard ... rug cleaner ... Advertising circular. Appl. author: John Stuart Miller. © 21Jun55; KK109511.

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For the taste of your life. Miller High Life. (In Family circle, Nov. 1955, p.57) Appl. author: C. A. Mathisson. © 1Nov55; KK111545.

The genuine Milwaukee beer. Miller High Life. (In Ebony, Oct. 1955) Appl. author: C. A. Mathisson. © 10Oct55; KK110196.

Go first class, enjoy Miller High Life. (In The American weekly, Nov. 20, 1955, p.21) Appl. author: C. A. Mathisson. © 20Nov55; KK111879.

Now, buy the new Miller High Life Suburban 12-pack. (In The American weekly, June 26, 1955, p.12) Appl. author: C. A. Mathisson. © 26Jun55; KK109510.

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High Life dried brewers grain. 50 lbs. net. Label. © 18Nov55; KK112295.

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High styled original designs ... 1955 fall line. Wall plaques. Sheet. Appl. author: Richard Alan Miller. © 10Jun55; KK108648.

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Milton long water nozzle. No.375. Label. Appl. author: Milton Goldish. © 25Oct55; KK112412.

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The most colossal sale ever to hit the Northwest. Big Top furniture sale. (In The Minneapolis star, May 12, 1955, p.30) Appl. author: Victor M. Levy. © 12May55; KK110530.

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Home freezer tip, no.6. Scotch brand freezer tape. (In Farm journal, Aug. 1955, p.96) © 23Aug55; KK109381.

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When you think of saving, think of tape. Scotch brand cellophane tape. (In Business week, Oct. 15, 1955, p.85) © 15Oct55; KK111302.

Wish it were green? Colored cellophane tape ... Scotch brand. (In Fortune, Oct. 1955, p.71) © 10Oct55; KK111489.

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Mrs. Tucker's tropicana cake for Christmas. Mrs. Tucker's shortening & Meadolake margarine. Sheet. Appl. author: Albertine Berry. © 2Dec55; KK112275.

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Graduation heads on stick, nos.232-234; designs of wafer cake tops, nos.48, 42, 141. Post card. © Walter A. Molzahn & Co.; 17May55; KK109223.

MOORE (BENJAMIN) & CO. ©
Now, this one paint covers five outside surfaces. Pentaflex, alkyd, flat exterior paint. (In The

- Denver post, Apr. 29, 1955, p.12)
Appl. author: Monroe F. Dreher,
Inc. © 29Apr55; KK111695.
- A perfect match, identical colors in
all three Moore finishes. Paint.
(In Better homes & gardens, May
1955, p.183) Appl. author:
Monroe F. Dreher, Inc. © 25Apr55;
KK111694.
- We're both taking it easy. Paint.
(In Better homes & gardens, Sept.
1955, p.188) Appl. author:
Monroe F. Dreher, Inc. © 25Aug55;
KK111693.
- MORRELL (JOHN) & CO.
Are you cheating your dog by saving
pennies? 3-flavor Red Heart.
Dog food. (In The Evening eagle,
Sept. 1, 1955) Appl. author:
Campbell-Mithun, Inc. © John
Morrell & Co., Red Heart Division;
1Sep55; KK111717.
- Are you risking your dog's health
for pennies? 3-flavor Red Heart.
Dog food. (In Tucson daily citi-
zen, Sept. 22, 1955, p.24) Appl.
author: Campbell-Mithun, Inc.
© John Morrell & Co., Red Heart
Division; 22Sep55; KK110597.
- You don't even have to light your
oven. Morrell Pride E-Z-Cut ham.
(In The Detroit news, June 29,
1955, p.53) Appl. author: Camp-
bell-Mithun, Inc. © John Morrell
& Co., Meats Division; 29Jun55;
KK108387.
- Your dog gets only what you pay for.
3-flavor Red heart. Dog food.
(In Boston daily record, Sept. 16,
1955, p.34) Appl. author: Camp-
bell-Mithun, Inc. © John Morrell
& Co., Red Heart Division; 15Sep55;
KK110581.
- MORRIS (PHILIP) INC. ©
Gentle moment. Philip Morris ciga-
rettes. (In Chicago sun-times,
Aug. 23, 1955, p.28) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 23Aug55; KK109842.
- A gentle partnership. Philip Morris
cigarettes. (In Chicago sun-times,
Aug. 2, 1955, p.20) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 2Aug55; KK109841.
- Gentle things that make life sweet.
Philip Morris cigarettes. (In
Chicago American, July 6, 1955,
p.20) Appl. author: Biow-Beirn-
Toigo, Inc. © 6Jul55; KK111236.
- The gentle touch. Philip Morris
cigarettes. (In Chicago sun-times,
July 26, 1955, p.19) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 26Jul55; KK109840.
- Gentleness means a lot. Philip
Morris cigarettes. (In Chicago
sun-times, July 19, 1955, p.32)
Appl. author: Biow-Beirn-Toigo,
Inc. © 19Jul55; KK109839.
- Gentler than words. Philip Morris
cigarettes. (In Chicago sun-times,
July 5, 1955, p.27) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 5Jul55; KK109838.
- Gently does it. Philip Morris ciga-
rettes. (In Chicago American,
Aug. 17, 1955, p.16) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 17Aug55; KK111235.
- New Philip Morris made gentle for
modern taste. Cigarettes. (In
Virginian pilot, Norfolk, Va.,
Nov. 17, 1955, p.12) Appl. au-
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KK112191.
- Oh so gentle. Philip Morris ciga-
rettes. (In Chicago daily trib-
une, Aug. 26, 1955) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 26Aug55; KK110156.
- Pardon us while we change our dress.
Philip Morris cigarettes. (In
Supermarket merchandising,
Sept. 6, 1955, p.119) Appl. au-
thor: Biow-Beirn-Toigo, Inc.
© 6Sep55; KK111755.
- Today's Philip Morris made gentle
for modern taste. Cigarettes.
(In Chicago daily tribune, June 29,
1955, pt.1, p.15) Appl. author:
Biow-Beirn-Toigo, Inc. © 29Jun55;
KK110157.
- With gentle good wishes. Philip
Morris cigarettes. (In Chicago
American, Aug. 3, 1955, p.14)
Appl. author: Biow-Beirn-Toigo,
Inc. © 3Aug55; KK111237.
- MORSE SEWING MACHINE & SUPPLY CORP. ©
The no.1 straight stitch in the
world today. The all new Morse
super-dial with the amazing Foto-
Stitch. Sheet. Appl. author:
Phillip Sidney Morse. © 22Aug55;
KK111021.
- MORTON MANUFACTURING CORP.
Sunburned lips? Quick relief with
Chap Stick. Lip balm. Appl.
author: Lawrence C. Gumbinner Ad-
vertising Agency. © Chap Stick
Co., division of Morton Manufac-
turing Corp.; 12Jul54; KK111799.
- Sun-burned lips? Refresh your lips
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septic lip balm. (In Life, July
11, 1955, p.10) Appl. author:
Lawrence C. Gumbinner Advertis-
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- MOTOR WHEEL CORP.
Announcing all-new Reo power mowers
for '55, automotive engineered to
outperform them all. New Reo de
luxe 18" Revo-Trim. (In American
home, May 1955, p.127) Appl. au-
thor: Young & Rubicam, Inc.
© Reo Division, Motor Wheel Corp.;
25Apr55; KK108589.
- Announcing the all-new Reo power
mowers for '55, automotive engi-
neered to outperform them all.
New Reo 18" Scotty ... (In The
Saturday evening post, May 7, 1955,
p.110) Appl. author: Young &
Rubicam, Inc. © Reo Division,
Motor Wheel Corp.; 4May55;
KK108590.
- Boss, just check this Life ad, Duo-
Therm's got what we want. Duo-
Therm gas water heater. (In Elec-
trical merchandising, May 1955,
p.177) Appl. author: Young &
Rubicam, Inc. © Duo-Therm Divi-
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KK111654.
- Break up that heater huddle. Get
room-to-room comfort with a Duo-
Therm living level heater. (In
Life, Oct. 17, 1955, p.149) Appl.
author: Young & Rubicam, Inc.
© Duo-Therm Division, Motor Wheel
Corp.; 13Oct55; KK111651.
- Burned up about cold water? Get a
Duo-Therm gas water heater, glass-
lined for extra years of hot
water. (In Life, June 13, 1955,
p.130) Appl. author: Young &
Rubicam, Inc. © Duo-Therm Divi-
sion, Motor Wheel Corp.; 9Jun55;
KK111652.
- Exclusive new selling features plus
early bird bonus discounts make
the Reo power mower line your best
line for profits. (In Garden sup-
ply merchandiser, Oct. 1955, p.2)
Appl. author: Young & Rubicam,
Inc. © Reo Division, Motor Wheel
Corp.; 23Sep55; KK112711.
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Therm gas water heater, glass-
lined for extra years of hot
water. (In Life, Mar. 14, 1955,
p.72) Appl. author: Young &
Rubicam, Inc. © Duo-Therm Divi-
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KK111650.
- New Duo-Therm Duo-Trim vacuum cleans
lawns for the big springtime sales
clean-up. Power lawn mower. (In
Electrical merchandising, Mar.
1955, p.75) Appl. author: Young
& Rubicam, Inc. © Duo-Therm Divi-
sion, Motor Wheel Corp.; 1Mar55;
KK111653.
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(In Hardware age, Sept. 29, 1955,
p.99-101) Appl. author: Young &
Rubicam, Inc. © Reo Division,
Motor Wheel Corp.; 29Sep55;
KK111649.
- Save \$30, limited time, trade now,
on these 1955 Duo-Therm oil home
heaters. (In Life, Aug. 22, 1955,
p.16) Appl. author: Young &
Rubicam, Inc. © Duo-Therm Divi-
sion, Motor Wheel Corp.; 18Aug55;
KK110511.
- See these Duo-Therm home heater
values now. (In The Oregon farm-
er, Sept. 15, 1955, p.23) Appl.
author: Young & Rubicam, Inc.
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Corp.; 15Sep55; KK110935.
- Why have cold feet? Get head-to-toe
comfort with a Duo-Therm, living
level, heater. (In Life, Sept. 19,
1955, p.142) Appl. author: Young
& Rubicam, Inc. © Duo-Therm Divi-
sion, Motor Wheel Corp.; 15Sep55;
KK110925.
- MOTOROLA, INC. ©
At Christmas time and all through
the year, more people buy Motorola
radios than any other make. (In
Collier's, Dec. 11, 1953, p.57)
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- MOUNT HOPE MACHINERY CO. ©
5 ways to trap lost profits in fab-
ric weaving and processing. Bul-
letin S. U. 3. Salvage uncurlers
in textile industry. Folder.
Appl. author: Dickie-Raymond, Inc.
© 5May55; KK108902.
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machinery increases its value, in-
creases its efficiency, increases
your profits. Bulletin OEM.
Equipment for textile, paper &
plastic industries. Folder.
Appl. author: William M. Gallahue.
© 2Feb55; KK108901.
- MOUNT SINAI MEMORIAL-PARK, LOS ANGELES.
The Living Book. Films. Folder.
Appl. author: Forest Lawn Memo-
rial-Park Assn., Inc. © Mount
Sinai Memorial-Park; 28Feb55;
KK109000.
- Mount Sinai Memorial-Park certifi-
cate of credit. Appl. author:
Forest Lawn Memorial-Park Assn.,
Inc. © Mount Sinai Memorial-Park;
18Jul55; KK111706.
- MOUNTAIN KING PACKERS.
Royal Jelly from the queen bee's
busy workers. Vitamins & minerals.
(In American naturopath, Oct. 1955,
p.273) © Luis Repland d.b.a.
Mountain King Packers; 11Oct55;
KK112888.
- MOVADO WATCH AGENCY, INC. ©
Fabulous is the word for Movado.
© 30Nov54; KK109939.

MOYER, ELEANOR P. ©

Bulletin: A new type of disposable apron, marketed under the name of Papron. Sheet. © 15Nov55; KK112607.

M'SIEUR LE MOKA, INC. ©

M'sieur Le Moka, french dressing. 12 fl. oz. Label. © 28Sep55; KK112007.

MULLINS MANUFACTURING CORP. ©

Fresh, bold and beautiful. This steel Youngstown Kitchen ... will never warp ... (In Readers digest, Canada, June 1955, p.7) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 14Jun55; KK108321.

How to start your Youngstown dream Kitchen, now for as little as \$1.25 a week. (In The Saturday evening post, Sept. 24, 1955, p.131) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 24Sep55; KK110778.

\$1.25 a week can start your Youngstown dream Kitchen, now. (In Sunset, Aug. 1955, p.147) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 10Aug55; KK109571.

One of these colorful Youngstown Kitchens cabinet sinks can start your dream kitchen now. (In The Saturday evening post, Aug. 13, 1955, p.73) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 12Aug55; KK109570.

Start your dream kitchen now with a colorful Youngstown Kitchens cabinet sink. (In Sunset, Oct. 1955, p.163) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 30Oct55; KK110779.

MURRAY (ARTHUR) ENTERPRISES, INC. ©

Girls and boys mambo rhythm band. Musical kit. Label. Appl. author: Arthur Murray. © 16May55; KK108368.

MUTUAL CITRUS PRODUCTS CO. ©

Concentrated M. C. P. brand Low Sugar liquid pectin. Net weight 8 fl. oz. Red and blue bottle label showing arrow design. Appl. author: Richard Pennington. © 14Jul55; KK109474.

M. C. P. brand Low Sugar pectin concentrated. Net weight 5 lbs. Blue & white label with recipes. Appl. author: Richard Pennington. © 27Jun55; KK108476.

MUTUAL PRODUCTS CO. ©

Prize coupon. 30 points. Calf food. Appl. author: Kenneth F. Long. © 16Jun55; KK108544.

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New, Mystik brand tapes in colors. (In Industrial equipment news, Dec. 1955, p.76) Appl. author: George H. Hartman Co. © 1Dec55; KK112522.

A roll of tape hands to save you money. Mystik brand tapes, Self-Stik. (In Newsweek, Oct. 10, 1955, p.12) Appl. author: George H. Hartman Co. © 50Oct55; KK111278.

MYZON, INC. ©

Amazing scientific discovery astounds cattlemen with top gains, slashes steer-feed costs. Formula 5 to 1 beef profit booster supplement ... with Myzon beef grower. Sheet. Appl. author: Arthur Meyerhoff & Co. © 1Jul55; KK108399.

Amazing new scientific discovery in drinking water ends pig setbacks ... Wonder drug formula ... helps stop pullet setback. Myzon poultry builder. Sheet. Appl. author: Arthur Meyerhoff & Co. © 1Jul55; KK108397.

Amazing new scientific discovery stops scours in calves, fights pneumonia, shipping fever, bronchitis. Myzon calf builder, antibiotic & vitamin compound. Sheet. Appl. author: Arthur Meyerhoff & Co. © 2Nov55; KK111559.

Discovered by science, amazing new Airspray way stops C. R. D. practically overnight. Myzon Airspray. Poultry disinfectant. Sheet. Appl. author: Arthur Meyerhoff & Co. © 16Sep55; KK110247.

Feeding instructions, Myzon calf builder ... Folder. Appl. author: Arthur Meyerhoff & Co. © 2Nov55; KK111560.

Feeding instructions, Myzon pig booster. Live stock feed supplement. Folder. Appl. author: Arthur Meyerhoff & Co. © 30Oct55; KK110634.

Myzo-Kleen, concentrated poultry disinfectant. Folder. Appl. author: Arthur Meyerhoff & Co. © 17Sep55; KK110245.

New antibiotic & vitamin formula in drinking water helps stop turkey losses ... Myzon poultry builder. Sheet. Appl. author: Arthur Meyerhoff & Co. © 1Jul55; KK108400.

New improved Myzon hog compound stepped-up with greatly increased weight-building and growth factors gets hogs to market in record time. Feeding instructions. Folder. Appl. author: Arthur Meyerhoff & Co. © 1Jul55; KK108398.

New scientific Myzon formula in drinking water helps stop laying slumps. Myzon, super strength, poultry builder. Mail folder. Appl. author: Arthur Meyerhoff & Co. © 23Dec55; KK112956.

New scientific Myzon formula in drinking water helps stop laying slumps ... Myzon, super strength, poultry builder. Sheet. Appl. author: Arthur Meyerhoff & Co. © 21Nov55; KK112039.

Now, sensational new scientific discovery, Myzon, no-grain, beef grower. Folder. Appl. author: Arthur Meyerhoff & Co. © 8Jun55; KK110580.

Tested Myzon poultry builder and Myzon hog compound ads, run them in your own newspaper, Myzon pays half the bill and supplies the mats free. Sheet. Appl. author: Arthur Meyerhoff & Co. © 17Sep55; KK110246.

N

NAME MAKER CORP. ©

New, Troy laundry marking pen and name tape kit. Model 133. Label. Appl. author: Oscar Greene. © 16Dec55; KK112929.

New, Troy laundry marking pen and name tape kit. Model 122. Label. Appl. author: Oscar Greene. © 16Dec55; KK112930.

York laundry marking pen and name tape kit. Model 111. Label. Appl. author: Oscar Greene. © 16Dec55; KK112931.

NARESCO EQUIPMENT CORP. ©

Model 2555, 50 lb. vacuum induction furnace. Sheet. © 18Oct55; KK111155.

Model 2592, induction power supply. Sheet. © 30Nov55; KK112375.

Model 3501, freeze drying unit, for small-scale drying of frozen specimens in high vacuum. Sheet. © 19Aug55; KK111011.

Model 3505, freeze drying unit, for unattended, high-vacuum drying of frozen specimens in the laboratory. Sheet. © 19Aug55; KK111010.

Model 3506, freeze drying system, for pilot-plant freeze drying. Sheet. © 19Aug55; KK111009.

NASH, VIRGIL.

Cocktail display calendar. Jan. and Feb. 1956. cBlank block for picture. Sheet. © Virgil L. Nash; 12Dec55; KK112687.

Cocktail display calendar. Jan. and Feb. 1956. cTwo couples standing in front of automobile. Sheet. © Virgil L. Nash; 12Dec55; KK112686.

NASH-FINCH CO. ©

Dewy-Fresh, U. S., no.1, selected potatoes. 10 lbs. net. Label. © 10Feb55; KK11252.

NATIONAL ALLOY DEVELOPMENT CORP. ©

National Alloy pioneering achievements for a quarter of a century, expanding, research and development. Denture appliances. 6 p. Appl. author: Frank Allen Orofino. © 21Oct55; KK111477.

NATIONAL CEMETERY ASSN. ©

Bronze is permanent. Lots. Sheet. © 20Jun52; KK109178.

It is later than you think. Lots. Sheet. © 15Jun49; KK109221.

The purchase, before need, of a burial lot is not spending, on the contrary, it is saving. Sheet. © 20Jun52; KK109179.

NATIONAL COMICS PUBLICATIONS, INC. ©

Calling Superman, a game of news reporting. Transogram toys ... No.3843. Label. © 8Sep54; KK109306.

It's Superman. Toys. Label. © 8Sep54; KK109876.

Kellogg's Sugar Smacks. Superman comic book, free, inside. Net weight 9 oz. Cereals. Label. © 13Oct55; KK111792.

Official Superman Fan Club. Clothing; playsuits. Card. © 1Sep54; KK108666.

Superman krypton rocket and pump launcher. Kellogg's Corn Flakes. Net weight 12 ounces. Label. © 18Oct55; KK111791.

Superman play suit, styled by Fun-time Playwear. Label. © 1Sep54; KK108667.

Supermen of America. Clothing; playsuits. Certificate. © 1Sep54; KK108665.

NATIONAL COTTON BATTING INSTITUTE.

Look at your new mattress 4 ways. Only a cotton-innerspring mattress gives you all four of these vital advantages. (In The Saturday evening post, Sept. 18, 1954, p.62) Appl. author: Greenhaw & Rush, Inc. © National Cotton Batting Institute & National Cotton Council; 18Sep54; KK111301.

NATIONAL COTTON COUNCIL. SEE
National Cotton Batting Institute.

NATIONAL CYLINDER GAS CO. ©
Dimensional data and weights. Tube-
Turn welding fittings and flanges.
Bulletin TT180. Folder. Appl.
author: Elmer H. Dilley. © 2Dec55;
KK112788.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. ©
America's favorite, Dairy Queen
chocolate sundae. Whole milk and
sweet cream frozen food. Streamer.
Appl. author: W. J. Henderson.
© 10May55; KK108728.

And Friday had no sundae. Dairy
Queen coconut isle sundae. Olsen's
Dairy Queen; Don & Audrey's.
Freshly frozen dairy food. (In
Ottumwa daily courier, Ottumwa,
Iowa, May 18, 1955, p.15) Appl.
author: Kirk A. Journy. © 18May55;
KK108491.

Big Dairy Queen 5¢ sundae sale.
706 Kihekah, Pawhuska. Freshly
frozen dairy food. (In Pawhuska
journal-capital, Pawhuska, Okla.,
May 17, 1955, p.3) Appl. author:
Kirk A. Journy. © 17May55;
KK108489.

Contrary to Mary. Dairy Queen
strawberry sundae. West 38th &
Osceola ... Freshly frozen dairy
food. (In The Sunday Denver post,
July 3, 1955, p.2) Appl. author:
Kirk A. Journy. © 3Jul55;
KK109256.

Dairy Queen 15th birthday sale.
June 15 special ... strawberry
sundae, 15¢. Highway 166 & EE.
Freshly frozen dairy food. (In
The Lawrence chieftain, Mt. Vernon,
Mo., June 9, 1955, p.7) Appl.
author: Kirk A. Journy. © 9Jun55;
KK108855.

Dairy Queen home-pak. New Bern 1/2
mi. on U. S. 17. Freshly frozen
dairy food. (In The Sun-journal,
New Bern, N. C., July 8, 1955,
p.6) Appl. author: Kirk A.
Journy. © 8Jul55; KK109757.

Dairy Queen hot fudge. Try it, it's
good. Whole milk and sweet cream
frozen food. Poster. Appl. au-
thor: W. J. Henderson. © 15Aug55;
KK110295.

Dairy Queen makes a hit. Banana
split. Whole milk and sweet cream
frozen food. Window streamer.
Appl. author: W. J. Henderson.
© 15Jul55; KK110286.

Dairy Queen pineapple sundae. Whole
milk and sweet cream frozen food.
Streamer. Appl. author: W. J.
Henderson. © 10May55; KK108727.

Dairy Queen raspberry sundae, it's
the berries. Whole milk and sweet
cream frozen food. Streamer.
Appl. author: W. J. Henderson.
© 10May55; KK108729.

Dairy Queen, the cone with the curl
on top. Homeward bound? Take
heavy home-pak. Whole milk and
sweet cream frozen food. Window
streamer. Appl. author: W. J.
Henderson. © 15Aug55; KK110291.

Dish for the gods. Dairy Queen
cherry sundae. Mrs. Lynn Maxwell
... Freshly frozen dairy food.
(In The Paris post-intelligencer,
Paris, Tenn., June 17, 1955, p.3)
Appl. author: Kirk A. Journy.
© 17Jun55; KK109495.

Done up brown, Dairy Queen chocolate
sundae. Whole milk and sweet
cream frozen food. Poster.
Appl. author: W. J. Henderson.
© 15Sep55; KK111392.

Eve never had it so good. Dairy
Queen pineapple sundae. 820 E.
Main, Ada, Okla. Freshly frozen
dairy food. (In The Ada evening
news, Ada, Okla., June 28, 1955,
p.5) Appl. author: Kirk A.
Journy. © 28Jun55; KK109497.

Eve never had it so good. Dairy
Queen pineapple sundae ... 822
Winchester Ave. Freshly frozen
dairy food. (In The Martinsburg
journal, Martinsburg, W. Va.,
May 27, 1955, p.7) Appl. author:
Kirk A. Journy. © 27May55;
KK108854.

A family affair; Dairy Queen home
pak, pts., qts., 1/2 gal. Whole
milk and sweet cream frozen food.
Streamer. Appl. author: W. J.
Henderson. © 15Sep55; KK111393.

Financial security with a Dairy
Queen business of your own,
nationally known, locally owned.
Whole milk and sweet cream frozen
food. 16 p. Appl. author: Gene
Carr. © 1Aug55; KK110042.

Fit for a king. Dairy Queen, wild
mountain, blackberry sundae.
415 Avenue A. Freshly frozen
dairy food. (In Seaside signal,
Seaside, Or., June 30, 1955, p.2)
Appl. author: Kirk A. Journy.
© 30Jun55; KK109756.

Fresh frozen strawberry sundae,
sweet harmony. Dairy Queen, whole
milk and sweet cream frozen food.
Poster. Appl. author: W. J.
Henderson. © 15Sep55; KK111397.

Get in on our 15th birthday cele-
bration. Good eating and special
extra value ... Dairy Queen whole
milk & sweet cream frozen food.
(In Life, June 13, 1955, p.162-
163) Appl. author: W. J. Hender-
son. © 10Jun55; KK108631.

Golden goodness, Dairy Queen butter
pecan sundae. Whole milk and
sweet cream frozen food. Window
streamer. Appl. author: W. J.
Henderson. © 15Aug55; KK110292.

Golden opportunity Dairy Queen pine-
apple sundae. Whole milk and sweet
cream frozen food. Window stream-
er. Appl. author: W. J. Hender-
son. © 15Jul55; KK110288.

Hawaiian dream; Dairy Queen pine-
apple sundae. Whole milk and
sweet cream frozen food. Stream-
er. Appl. author: W. J. Hender-
son. © 15Sep55; KK111395.

Heavy Dairy Queen home pak. Apple
pie. Whole milk and sweet cream
frozen food. Poster. Appl. au-
thor: W. J. Henderson. © 15Jul55;
KK110289.

Hot stuff. Dairy Queen hot fudge
sundae. Casselton Dairy Queen.
Freshly frozen dairy food. (In
Casselton reporter, Casselton,
N. D., May 27, 1955, p.3) Appl.
author: Kirk A. Journy. © 27May55;
KK108487.

Jump and jive, Jack and Jill sundae.
Dairy Queen, whole milk and sweet
cream frozen food. Streamer.
Appl. author: W. J. Henderson.
© 15Sep55; KK111396.

Like 'em thick and smooth? Malts
and shakes. Dairy Queen. Whole
milk and sweet cream frozen food.
Window streamer. Appl. author:
W. J. Henderson. © 15Aug55;
KK110294.

Look what's cookin'; Dairy Queen hot
fudge sundae. Whole milk and sweet
cream frozen food. Streamer.
Appl. author: W. J. Henderson.
© 15Sep55; KK111394.

M-m-m-mellow Dairy Queen butter-
scotch sundae. Whole milk and
sweet cream frozen food. Poster.
Appl. author: W. J. Henderson.
© 10May55; KK108726.

Make quick desserts, Dairy Queen
heavy home-pak. Whole milk and
sweet cream frozen food. Stream-
er. Appl. author: W. J. Hender-
son. © 10May55; KK108730.

New, try a DQ sandwich, chocolate
wafers with Dairy Queen in between.
Whole milk and sweet cream frozen
food. Poster. Appl. author:
W. J. Henderson. © 15Jul55;
KK110290.

Ooo-la-la, Dairy Queen banana split.
Whole milk and sweet cream frozen
food. Poster. Appl. author:
W. J. Henderson. © 15Aug55;
KK110296.

Pick-a-Dilly. Dairy Queen Dilly.
1002 W. Burlington. Freshly fro-
zen dairy food. (In The Fairfield
daily ledger, Fairfield, Iowa,
May 14, 1955, p.8) Appl. author:
Kirk A. Journy. © 14May55;
KK108492.

A pyramid of joy. Dairy Queen choc-
olate sundae. 1000 Central.
Freshly frozen dairy food. (In
The Monett times, Monett, Mo.,
May 13, 1955, p.3) Appl. author:
Kirk A. Journy. © 13May55;
KK108488.

A pyramid of joy. Dairy Queen choc-
olate sundae. 20 East Third.
Freshly frozen dairy food. (In
The Southwest daily times, Liberal,
Kan., June 27, 1955, p.5) Appl.
author: Kirk A. Journy. © 27Jun55;
KK109496.

The Queen's tasty butter pecan sun-
dae. Whole milk and sweet cream
frozen food. Display card.
Appl. author: W. J. Henderson.
© 10May55; KK108731.

Real taste thrill. Dairy Queen Jack
and Jill sundae. 434 E. Wooster
St. Freshly frozen dairy food.
(In The Daily sentinel-tribune,
Bowling Green, Ohio, May 31, 1955,
p.6) Appl. author: Kirk A.
Journy. © 31May55; KK108490.

Simply bewitching. Dairy Queen
black magic sundae. 840 W. Lima
St., Kenton, Ohio. Freshly frozen
dairy food. (In The Kenton times,
July 1, 1955, p.7) Appl. author:
Kirk A. Journy. © 1Jul55;
KK109255.

Simply bewitching, Dairy Queen
black magic sundae. Whole milk
and sweet cream frozen food.
Poster. Appl. author: W. J.
Henderson. © 10May55; KK108732.

South Pacific adventure, coconut
isle. Dairy Queen whole milk and
sweet cream frozen food. Window
streamer. Appl. author: W. J.
Henderson. © 15Aug55; KK110293.

Try the exclusive new DQ sandwich.
2024 Williamson Road. Freshly
frozen dairy food. (In The Roa-
noke world-news, Roanoke, Va.,
July 30, 1955, p.12) Appl. au-
thor: Kirk A. Journy. © 30Jul55;
KK110176.

Typically tropical, Dairy Queen
coconut isle sundae. Whole milk
and sweet cream frozen food.
Window streamer. Appl. author:
W. J. Henderson. © 15Jul55;
KK110287.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. © Cont'd.

What flavor please? Malts and shakes. Whole milk and sweet cream frozen food. Window streamer. Appl. author: W. J. Henderson. © 15Jul55; KK110285.

You'll dote on a DQ float. Route 59, West Nyack, N. Y. Dairy Queen freshly frozen dairy food. (In The Journal-news, Nyack, N. Y., July 8, 1955, p.8) Appl. author: Kirk A. Journy. © 8Jul55; KK109254.

NATIONAL HOMES CORP. ©

Build National, have all the competitive advantages of a 20,000-house-a-year builder. Prefabricated houses. (In NAHB correlator, Nov. 1955, p.135) Appl. author: Applegate Advertising Agency, Inc. © 7Nov55; KK112656.

Featuring for the first time, large, luxurious homes. Prefabricated houses. (In House & garden, Oct. 1955, p.223) Appl. author: Applegate Advertising Agency, Inc. © 20Sep55; KK110907.

Highest in quality, lowest price by far. Buy a National Home. Prefabricated houses. (In Good housekeeping, Sept. 1955, p.119) Appl. author: Applegate Advertising Agency, Inc. © 20Aug55; KK109978.

Homes unlimited. Prefabricated houses. 16 p. Appl. author: Applegate Advertising Agency, Inc. © 5Jan55; KK108845.

National Homes' proven way to attract buyers. Prefabricated houses. (In NAHB correlator, Sept. 1955, p.43) Appl. author: Applegate Advertising Agency, Inc. © 6Sep55; KK111306.

Sure, I want buyers. National Homes. Prefabricated houses. (In NAHB correlator, Aug. 1955, p.111-112) Appl. author: Applegate Advertising Agency, Inc. © 8Aug55; KK109979.

We can double the value of a builder's capital. Prefabricated houses. (In American builder, July 1955, p.38) Appl. author: Applegate Advertising Agency, Inc. © 1Jul55; KK108844.

NATIONAL LIGHTING BUREAU. ©

Is the Certified Lighting program in operation in your area? (In Qualified contractor, Sept. 1955, p.89) Appl. author: Van Auker, Ragland & Stevens. © 5Sep55; KK110682.

NATIONAL OF HARTFORD GROUP. ©

The only man in town, you wouldn't dare do business without. He is your protection agent. Insurance. (In Business week, Sept. 24, 1955, p.93) Appl. author: J. M. Hickerson, Inc. © 24Sep55; KK110833.

NATIONAL PAINT & VARNISH CO. ©

National Woodsave beautifies, protects, strengthens. U. S. measure one quart. Label. Appl. author: Melvin Spellens. © 1Nov55; KK111462.

NATIONAL PRESTO INDUSTRIES, INC. ©

Advice to the bride and groom: cook faster, easier the Presto way. New Presto cooker, fry-pan casserole, skillet [& other products] (In The Saturday evening post, May 21, 1955, p.166) © 21May55; KK108553.

Celebrating 50 years of Presto progress. Presto ... appliances: coffee maker; 700 cooker ... (In Bride's magazine, winter 1955, p.193) © 15Oct55; KK112806.

Now, priced with ordinary motors, the famous 7.5 H. P. Martin 75 with Aquamatic twist-shift, best fishing outboards ever built. (In Outdoor life, Mar. 1954, p.85) © Martin Motors Division, National Presto Industries, Inc.; 22Feb54; KK108639.

The perfect pair from Presto. Automatic coffee maker and automatic electric skillet. (In Bride's magazine, autumn 1954, p.214) © 15Jul54; KK110497.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSN. ©

If I must be cooked. Electric range. Sheet. Appl. author: William S. Roberts. © 12Oct55; KK111714.

Let Willie do it. Electric service. Sheet. Appl. author: William S. Roberts. © 30Jun55; KK108679.

Star of wonder, star of light. Electric service. Sheet. Appl. author: William S. Roberts. © 23Nov55; KK112786.

Willie Wiredhand. C'mon in, Willie. Electric wiring. Sheet. Appl. author: William S. Roberts. © 8Sep55; KK110786.

Willie Wiredhand. Darn it. Another ruined cake. Electric range. Sheet. Appl. author: William S. Roberts. © 18Aug55; KK111120.

Willie Wiredhand. Happy New Year, Doc, and hurry up. Electric service. Sheet. Appl. author: William S. Roberts. © 8Dec55; KK112787.

Willie Wiredhand. How can he stand a hot meal on a day like this? I'm roasting. Air conditioner; dehumidifier. Sheet. Appl. author: William S. Roberts. © 8Jun55; KK108681.

Willie Wiredhand. No more of this for me, I'm through. Electric barn cleaners. Sheet. Appl. author: William S. Roberts. © 8Jul55; KK108680.

Willie Wiredhand. Who is Willie Wiredhand? Another one of your messy bachelor friends, I suppose. Freezer. Sheet. Appl. author: William S. Roberts. © 10May55; KK108682.

Willie Wiredhand. Willie, if you hadn't been so fussy we could have had a tree hours ago. Electric appliances as Xmas gifts. Sheet. Appl. author: William S. Roberts. © 10Nov55; KK111713.

Willie Wiredhand on the lighter side. Halp, call the doc. Electric service. Sheet. Appl. author: William S. Roberts. © 13Oct55; KK111119.

NATIONAL SYNDICATIONS, division of THEODORE H. SEGALL ADVERTISING AGENCY. SEE Segall (Theodore H.) Advertising Agency.

NATIONAL TUBE DIVISION, UNITED STATES STEEL CORP. SEE United States Steel Corp.

NATIONAL-UNITED STATES RADIATOR CORP. Viking AquaMagic 5600 furnace humidifier. Label. © Viking Air Conditioning Division, National-United States Radiator Corp.; 26Aug55; KK111405.

NAY-WOLFE ENGINEERING CORP. d.b.a. PACIFIC TACKLE CO. SEE Pacific Tackle Co.

NECCHI SEWING MACHINE SALES CORP. © Greatest sewing invention since the needle. Folder. Appl. author: Grey Advertising Agency, Inc. © 1Aug55; KK109519.

Now I can make anything, because my automatic Necchi does everything. (In Seventeen, Sept. 1954, p.59) © 30Aug54; KK109140.

Only sewing machine in the world ... The new push-button Necchi automatic. Sheet. Appl. author: Grey Advertising Agency, Inc. © 1Aug55; KK109410.

Push-button sewing is here. Folder. Appl. author: Grey Advertising Agency, Inc. © 1Aug55; KK109411.

NE-HAN PRODUCTS CO. ©

Rock Harbor lobster tail on the half shell. Contents 14 1/2 oz. avoirdupois. Label. Appl. author: Harry Hannan, Jr. © 8Sep55; KK109948.

NEILSON CHEMICAL CO. ©

Lyfanite processes. Corrosion resistant phosphate coatings. Folder. Appl. author: Raymond F. Neilson. © 29Apr55; KK108705.

Phosteen cleaning and phosphatizing process using steam guns. The ideal new process for treating metal surfaces for painting ... Folder. © 26Sep55; KK110410.

NEIMAN-MARCUS.

Announcing the arrival of the Neiman-Marcus fall fur collection ... (In The Houston post, July 19, 1955, section 2, p.5) © Neiman-Marcus Co.; 19Jul55; KK109661.

Announcing the Neiman-Marcus fall fur collection. (In The Dallas morning news, Aug. 7, 1955, pt.5, p.5) © Neiman-Marcus Co.; 7Aug55; KK109342.

Beautiful weather to wish for this Christmas ... The big snow. Furs. (In The Dallas morning news, Nov. 18, 1955, pt.2, p.5) © Neiman-Marcus Co.; 18Nov55; KK112069.

Beaver, habitat N-M. © Neiman-Marcus Co.; 18Aug55; KK109765.

Button capelet, 495.00. Mink. (In The Dallas morning news, June 15, 1955, pt.3, p.16) © Neiman-Marcus Co.; 15Jun55; KK108306.

Changing times. It's going to be an exciting year of new furs. © Neiman-Marcus; 24Jul55; KK109100.

Changing times. Sheared raccoon was never so colorful. © Neiman-Marcus Co.; 28Jul55; KK109101.

Christmas news: The mink cape. (In The Dallas morning news, Nov. 30, 1955, pt.3, p.16) © Neiman-Marcus Co.; 30Nov55; KK112478.

The collared mink stole. (In The Dallas morning news, May 11, 1955, pt.3, p.1) © Neiman-Marcus Co.; 11May55; KK108309.

Collars: big news in little furs. (In The Dallas morning news, May 15, 1955, pt.6, p.8) © Neiman-Marcus Co.; 15May55; KK108307.

Covering Vogue. Wherever there's fashion coverage, you'll find N-M. Furs. (In The Dallas morning news, Oct. 28, 1955, pt.3, p.1) © Neiman-Marcus Co.; 28Oct55; KK112060.

Dramatic fur. (In The Dallas morning news, Oct. 9, 1955, pt.6, p.10) © Neiman-Marcus Co.; 9Oct55; KK110977.

Educating father to muskrat. (In The Dallas morning news, Sept. 1, 1955) © Neiman-Marcus Co.; 1Sep55; KK110693.

Exciting wild mink values, 995.00. (In The Dallas morning news, Oct. 11, 1955, pt.3, p.16) © Neiman-Marcus Co.; 11Oct55; KK110979.

The fabulous length three Santas will go to for three adored women this Christmas. Furs. (In The Dallas morning news, Nov. 9, 1955, pt.3, p.16) © Neiman-Marcus Co.; 9Nov55; KK112061.

Fairest of the fair, rarest of the rare, Palomino mink. © Neiman-Marcus Co.; 24Aug55; KK109768.

15 ways to wrap her in N-M fur, all under 500.00. (In The Dallas morning news, Nov. 10, 1955, pt.3, p.1) © Neiman-Marcus Co.; 10Nov55; KK112063.

The full-length mink coat. (In The Houston post, Sept. 20, 1955, section 2, p.3) © Neiman-Marcus Co.; 20Sep55; KK110692.

Fur of furs, the mink stole. (In The Dallas morning news, Sept. 28, 1955, pt.3, p.16) © Neiman-Marcus Co.; 28Sep55; KK110691.

Fur treasure chest, under 1,000.00. (In The Dallas morning news, Dec. 9, 1955, pt.3, p.1) © Neiman-Marcus Co.; 9Dec55; KK112650.

Give her desert sand mink. (In The Dallas morning news, Dec. 7, 1955, pt.3, p.17) © Neiman-Marcus Co.; 7Dec55; KK112652.

Give her whatever she wants, N-M mink. (In The Dallas morning news, Nov. 16, 1955, pt.3, p.16) © Neiman-Marcus Co.; 16Nov55; KK112066.

Glamorous careers. Furs. (In The Dallas morning news, July 8, 1955, pt.2, p.2) © Neiman-Marcus Co.; 8Jul55; KK108822.

Her little mink. © Neiman-Marcus Co.; 21Aug55; KK109660.

Here's her N-M mink, 495.00. (In The Dallas morning news, Oct. 8, 1955, pt.3, p.1) © Neiman-Marcus Co.; 8Oct55; KK110976.

I didn't say mink; I said Neiman-Marcus mink. (In The Dallas morning news, Nov. 13, 1955, pt.5, p.9) © Neiman-Marcus Co.; 13Nov55; KK112065.

If you would surround her with every luxury, wrap her in the ultimate fur, choose ... Russian sable. Splendour. (In The Dallas morning news, Nov. 20, 1955, pt.5, p.9) © Neiman-Marcus Co.; 20Nov55; KK112067.

Imagine a woman faced with the delicious dilemma of deciding whether to wear her coat ranch mink or vicuna side out. (In The Dallas morning news, Sept. 21, 1955) © Neiman-Marcus Co.; 21Sep55; KK110690.

Imagine 80 inches of mink in one continuous, unbroken sweep ... (In The Dallas morning news, Oct. 26, 1955, pt.3, p.1) © Neiman-Marcus Co.; 26Oct55; KK112059.

It's yours, a wide, wonderful world of younger set furs. © Neiman-Marcus; 17Jul55; KK109098.

Love a mink stole? (In The Dallas morning news, Sept. 16, 1955, pt.3, p.16) © Neiman-Marcus Co.; 16Sep55; KK110689.

Mink-multiple choice. (In The Dallas morning news, Nov. 2, 1955, pt.2, p.5) © Neiman-Marcus Co.; 2Nov55; KK112062.

Mink treasure chest. (In The Dallas morning news, Dec. 4, 1955, pt.5, p.9) © Neiman-Marcus Co.; 4Dec55; KK112479.

The mink ulster. (In The Dallas morning news, Aug. 31, 1955, pt.3, p.18) © Neiman-Marcus Co.; 31Aug55; KK109766.

More precious than Texas-OU tickets. A jacket of N-M mink. (In The Dallas morning news, Oct. 7, 1955, pt.3, p.1) © Neiman-Marcus Co.; 11Oct55; KK110978.

N-M furs 250.00 and 395.00. (In The Dallas morning news) © Neiman-Marcus Co.; 11Aug55; KK109343.

N-M, ranch mink capelet, 495.00. (In The Houston chronicle, Aug. 4, 1955, section C, p.3) © Neiman-Marcus; 4Aug55; KK109259.

New cape, new shape. First glimpse at the latest news in little minks. (In The Dallas morning news, Sept. 9, 1955, pt.3, p.16) © Neiman-Marcus Co.; 9Sep55; KK110696.

Our famous proportioned mink stole. © Neiman-Marcus; 14Aug55; KK109385.

Ready, the new college furs. © Neiman-Marcus; 24Jul55; KK109099.

Ready, the new college furs. (In The Dallas morning news, July 21, 1955, pt.2, p.7) © Neiman-Marcus Co.; 21Jul55; KK109258.

Rhymes perfectly with your career plans. Dyed mole stole. (In The Dallas morning news, Sept. 11, 1955, pt.6, p.10) © Neiman-Marcus Co.; 11Sep55; KK110697.

Sable, most fabulous fur in the world. (In The Dallas morning news, Sept. 7, 1955) © Neiman-Marcus Co.; 7Sep55; KK110695.

The shape of mink to come. (In The Dallas morning news, Dec. 14, 1955, pt.3, p.16) © Neiman-Marcus Co.; 14Dec55; KK112649.

The sleek sophisticated fur. Russian broadtail lamb ... (In The Dallas morning news, Oct. 5, 1955, pt.2, p.5) © Neiman-Marcus Co.; 5Oct55; KK110975.

Strictly mink carpet treatment. The man from N-M is here. Furs. (In The Dallas morning news, Nov. 11, 1955, pt.2, p.3) © Neiman-Marcus Co.; 11Nov55; KK112064.

Suit news - stone martens. (In The Dallas morning news, June 1, 1955, pt.2, p.4) © Neiman-Marcus Co.; 1Jun55; KK108308.

Take the hint. It's N-M mink she wants for Christmas. (In The Dallas morning news, Nov. 29, 1955, pt.3, p.1) © Neiman-Marcus Co.; 29Nov55; KK112653.

The temperamental mink - lutetia. (In The Dallas morning news, Oct. 12, 1955, pt.3, p.1) © Neiman-Marcus Co.; 12Oct55; KK112068.

2 fabulous mink buys. (In The Dallas morning news, Aug. 30, 1955, pt.3, p.14) © Neiman-Marcus; 30Aug55; KK109767.

Very N-M, the mink bolero. © Neiman-Marcus Co.; 21Aug55; KK109764.

We predict: the mink reversible ... (In The Dallas morning news, Aug. 3, 1955, pt.2, p.3) © Neiman-Marcus; 3Aug55; KK109257.

We predict: the narrow mink jacket. © Neiman-Marcus Co.; 5Aug55; KK109260.

We predict: the snipped mink jacket. (In The Dallas morning news, Aug. 14, 1955, pt.5, p.5) © Neiman-Marcus Co.; 14Aug55; KK109386.

The week of grandeur is here. Exposition of furs. (In The Dallas morning news, Sept. 5, 1955, pt.3, p.16) © Neiman-Marcus Co.; 5Sep55; KK110694.

With the mink stole the dominant fur fashion, we have assembled ... the widest selection of styles ... (In The Dallas morning news, Dec. 8, 1955, pt.3, p.1) © Neiman-Marcus Co.; 8Dec55; KK112651.

NELSON (JULIUS) CORP. © Judy Nell, Season-Spanner coat. (In Glamour, Dec. 1953, p.32) Appl. author: Altman-Stoller Advertising, Inc. © 20Nov55; KK109614.

NESTLE CO., INC. © Delicious any strength you like it. Richer-tasting Nestle's coffee has real percolated flavor. (In The Evening news, Harrisburg, Pa., Oct. 6, 1955, p.28) Appl. author: McCann Erickson, Inc. © 6Oct55; KK111384.

Delicious any strength you make it. Get Nestle's, the coffee with real percolated flavor. (In This week magazine, Nov. 20, 1955, p.62) Appl. author: McCann Erickson, Inc. © 20Nov55; KK112800.

Dessert him and you always get your man. Nestle's semi-sweet chocolate ... morsels. Appl. author: Cecil & Presbrey, Inc. © 10Oct54; KK109455.

A dream of a fudge recipe come true. Sweet Santa, what gloriously smooth, heavenly rich ... Nestle's semi-sweet chocolate. (In Successful farming, Dec. 1955, p.75) Appl. author: McCann Erickson, Inc. © 15Nov55; KK112792.

A dream of a fudge recipe come true. Sweet Santa, what heavenly fudge, so creamy-rich ... Nestle's semi-sweet chocolate. Appl. author: McCann Erickson, Inc. © 15Dec55; KK112793.

Get Nestle's, the coffee with real percolated flavor. (In The Evening news, Harrisburg, Pa., Sept. 14, 1955, p.34) Appl. author: McCann Erickson, Inc. © 14Sep55; KK111334.

How to make eating more fun. Nestle's Quik; Nestle's semi-sweet chocolate. (In This week magazine, Oct. 9, 1955, p.15) Appl. author: McCann Erickson, Inc. © 9Oct55; KK111381.

NESTLE CO., INC. © Cont'd.

How to make eating more fun.

Nestle's semi-sweet chocolate.

Appl. author: McCann Erickson, Inc. © 20Nov55; KK112799.

Let's have a party. Nestle's semi-sweet chocolate; Nestle's Quik. (In Sunday news, Sept. 11, 1955, p.39) Appl. author: McCann Erickson, Inc. © 11Sep55; KK110853.

Make all your favorite cookies in a flash with Nestle's, the basic all-purpose cookie mix. (In Pasadena star-news, Oct. 12, 1955, p.A-16) Appl. author: McCann Erickson, Inc. © 12Oct55; KK112334.

Nestle's all star cast, big, new attraction and three all-time favorites. Nestle's coconut; Nestle's milk chocolate ... (In Boxoffice, Nov. 5, 1955, the modern theatre section, p.21) Appl. author: McCann Erickson, Inc. © 5Nov55; KK112008.

Nestle's coffee, real percolated flavor. Display card. Appl. author: McCann Erickson, Inc. © 10Oct55; KK111664.

Nestle's home-makes all your favorite cookies. Nestle's cookie mix. (In The Knickerbocker news, Albany, Oct. 20, 1955, p.B-7) Appl. author: McCann Erickson, Inc. (Jane F. Cavanaugh) © 20Oct55; KK111383.

Quik makes milk taste like a million. Chocolate. (In Sunday news, Oct. 16, 1955, p.39) Appl. author: McCann Erickson, Inc. © 16Oct55; KK112335.

Quik makes milk taste like a million, get the big wonderful family size. Chocolate drink. (In Family circle) Appl. author: McCann Erickson, Inc. © 24Oct55; KK112796.

Save 15¢ on Ricory, the new instant coffee and chicory with real old-fashioned flavor. (In The Times-picayune, New Orleans, Nov. 17, 1955, p.11) Appl. author: McCann Erickson, Inc. © 17Nov55; KK112794.

Save 15¢ on this 4-oz. jar of Nestle's, the coffee with real percolated flavor. (In Daily news, New York, Oct. 13, 1955, p.72) Appl. author: McCann Erickson, Inc. © 13Oct55; KK111288.

Something new to celebrate. Nestle's semi-sweet chocolate. The instant cocoa with old-time flavor. (In Parade, Dec. 4, 1955, p.5) Appl. author: McCann Erickson, Inc. © 20Nov55; KK112795.

Take it easy, make it easy. Nestle's semi-sweet chocolate; EverReady, instant cocoa. (In Sunday news, Oct. 30, 1955, p.21) Appl. author: McCann Erickson, Inc. © 30Oct55; KK112798.

We're so sure you'll like it, we'll pay you 25¢ to try Nestle's cookie mix. (In Daily news, New York, Dec. 2, 1955, p.55) Appl. author: McCann Erickson, Inc. © 2Dec55; KK112791.

What gets them going on a cold, cold day? Hot Nestle's cocoa gives them energy reserve. (In This week magazine, Nov. 13, 1955, p.18) Appl. author: McCann Erickson, Inc. © 13Nov55; KK112333.

What gets them going on a cold, cold day? Hot Nestle's cocoa gives them energy reserve. (In

This week magazine, Nov. 13, 1955, p.18) Appl. author: McCann Erickson, Inc. © 13Nov55; KK112797.

NEUBRUNN, EMANUEL. ©

Memorials, by Emanuel Neubrunn.

Pamphlet. © 10Oct55; KK111366.

NEW YORK LIFE INSURANCE CO. ©

Should your child be a banker? By Fred F. Florence. (In Ladies' home journal, Nov. 1955, p.18-19) Appl. author: Compton Advertising, Inc. © 27Oct55; KK111793.

Should your child be a dentist?

By Philip E. Blackerby, Jr. (In Ladies' home journal, Oct. 1955, p.20-21) Appl. author: Compton Advertising, Inc. © 29Sep55; KK111794.

Should your child be a pharmacist,

by W. Paul Briggs. (In Ladies' home journal, Sept. 1955, p.44-45) Appl. author: Compton Advertising, Inc. © 30Aug55; KK109758.

Should your child go into business

for himself? (In Ladies' home journal, Aug. 1955, p.26-27) Appl. author: Compton Advertising, Inc. © 29Jul55; KK109054.

NEWSOM TERMITE & PEST CONTROL. ©

Newsom Termite and Pest Control guarantees to stop termites now. Folder. Appl. author: William J. Newsom. © 1Jun55; KK108370.

NICHOLS ENGINEERING & RESEARCH CORP. ©

Nichols Freeman Vorject cleaner for efficient pulp and paper stock cleaning. Vortex type separators. Bulletin no.131. Folder. Appl. author: Albert O. Dyson. © 28Nov55; KK112520.

NICKEL CADMIUM BATTERY CORP. ©

Now, an automatic lighting unit powered by Nicad, Nickel Cadmium storage battery, the battery with the steel constitution. Folder. Appl. author: Carl Johan Berg. © 31Jan55 (in notice: 1954); KK111274.

NIRESK INDUSTRIES, INC. ©

Hollywood Bride, unbreakable plastic, walking doll including a gorgeous trousseau of 7 complete outfits. (In Parents magazine, Nov. 1954, p.149) © 20Oct54; KK110686.

NISSEN TRAMPOLINE CO. ©

Nissen Trampolines for back yards ... Trampy. Athletic equipment. Folder. Appl. author: Kenneth D. Warren. © 22Aug55; KK111077.

NOLAND, CHARLES L. ©

Theo, the theatre ticket. Poster. © 23Jun55; KK109896.

NORCROSS.

Calico Ride. Signature Notepaper. 59SN17. 10 notes and envelopes. Label. © Norcross, Inc.; 21Sep55; KK111052.

Just Posies. Signature Notepaper. 59SN11. 10 notes and envelopes. Label. © Norcross, Inc.; 24Aug55; KK111055.

Sophisti-Cat. Signature Notepaper. 59SN9. 10 notes and envelopes. Label. © Norcross, Inc.; 6Jul55; KK109313.

Thank You. Signature Notepaper. 59SN10. Label. © Norcross, Inc.; 24Aug55; KK111056.

Touch of Gold. Signature Notepaper. 59SN14. 10 notes and envelopes. Label. © Norcross, Inc.; 27Jul55; KK111053.

Touch of Rose. Signature Notepaper. 59SN13. 10 notes and envelopes. Label. © Norcross, Inc.; 27Jul55; KK111054.

NORDBERG MANUFACTURING CO. ©

Nordberg railway track maintenance machinery. Bulletin 250. 5 p. Appl. author: William F. Reeder. © 14Sep55; KK112893.

Nordberg track spike lifter for starting damaged spikes. Bulletin no.246. Sheet. Appl. author: W. F. Reeder. © 15Aug55; KK109539.

Symons impact crusher. Bulletin 234. Folder. Appl. author: Edward L. Satola. © 30Jun55; KK109538.

NOREX HANDELS IMPORT & EXPORT A/S.

Gala brand imported, ready to eat, cooked ... ham in Spanish sherry wine ... Net weight 1 lb. 8 ozs. Label. Appl. author: Torben A. Grunth. © Norex Handels Import & Export A/S, Gala Foods Division (in notice: Gala Foods, Inc.); 13May54; KK110321.

NORTH AMERICAN VAN LINES, INC. ©

Another true experience from the files of North American Van Lines. Squeeze play fits 8 rooms into 2. (In Look, July 26, 1955, p.10) Appl. author: Applegate Advertising Agency, Inc. © 12Jul55; KK108716.

Another true experience from the files of North American Van Lines. The mover who took off his shoes. (In The Saturday evening post, June 25, 1955, p.102) Appl. author: Applegate Advertising Agency, Inc. © 21Jun55; KK109057.

Another true experience from the files of North American Van Lines, America's safest movers. I insisted on North American, said the master sergeant. (In The Saturday evening post, Sept. 10, 1955, p.157) Appl. author: Applegate Advertising Agency, Inc. © North American Van Lines, Inc.; 6Sep55; KK110906.

Another true experience from the files of North American Van Lines, America's safest movers. I moved 1200 miles twice in two weeks. (In The Saturday evening post, Nov. 12, 1955, p.110) Appl. author: Applegate Advertising Agency, Inc. © 8Nov55; KK112637.

Another true experience from the files of North American Van Lines, America's safest movers. 3 years under cover give clue to carefree move. (In Look, Nov. 1, 1955, p.64) Appl. author: Applegate Advertising Agency, Inc. © North American Van Lines, Inc.; 18Oct55; KK111305.

Boy, what we North American drivers won't do to please a customer. Long-distance moving. (In The New Yorker, Aug. 20, 1955, p.77) Appl. author: Applegate Advertising Agency, Inc. © 18Aug55; KK110009.

I never knew North American service was this gentle. Long-distance moving. (In The New Yorker, June 18, 1955, p.77) Appl. author: Applegate Advertising Agency, Inc. © 16Jun55; KK108717.

Suppose you received a memo like this ... Long-distance moving. (In Fortune, Aug. 1955, p.49) Appl. author: Applegate Advertising Agency, Inc. © 26Jul55; KK110013.

Trust North American to walk off with the best display moves. Long-distance moving. (In The New Yorker, July 23, 1955, p.59) Appl. author: Applegate Advertising Agency, Inc. © 21Jul55; KK110010.

NORTH & JUDD MANUFACTURING CO.

Dependable fittings for small out-board and inboard cruisers available here. Poster. © Wilcox-Crittenden Division, North & Judd Manufacturing Co.; 7Jul55; KK108885.

Dependable Wilcox-Crittenden out-board fittings available here. Poster. © Wilcox-Crittenden Division, North & Judd Manufacturing Co.; 7Jul55; KK108886.

NORTHAM WARREN CORP. SEE Warren (Northam) Corp.**NORTHERN CALIFORNIA CARNATION GROWERS' ASSN. ©**

Nor Cal carnations. Label. © 1Jul55; KK110040.

NORTHILL CO., INC. ©

The Northill Air-Lung, for underwater swimming. Pamphlet. Appl. author: The Garrett Corp. © 14Apr55; KK108271.

NORTHWEST PAPER CO. ©

Mountie offset. Mountie checking passenger list. Folder. © 11May55; KK108965.

Northwest news. v.20, no.1, 1955.

Mountie, Indian guide and boy with oxen. Pamphlet. © 6Sep55; KK111271.

Northwest pedigreed papers always make good printing better. Mountie in corral watching boy with rope. Calendar. © 1Dec55; KK112743.

Northwest pedigreed papers always make good printing better. Mountie watching pioneer girl washing clothes. (In Paper, film & foil converter, Aug. 1955, p.11-12) © 30Jul55; KK109879.

Northwest pedigreed papers always make good printing better. Mountie watching squaw grinding corn. (In Paper, film & foil converter, July 1955, p.11-12) © 1Jul55; KK108921.

Northwest pedigreed papers always make good printing better. Mountie with cup, settler and boy. (In Paper, film & foil converter, Nov. 1955, between p. 8 & 9) © 1Nov55; KK111581.

NOVICRAFT CO. ©

It tickles your palate and scratches your back. Try the famous Back Scratcher. Alcoholic beverage. Folder. © 5Aug55; KK109355.

NU-FLEXCO.

New, rug braiding set. Card. © Nu Flex Co.; 1Aug55; KK109644.

NUTRITIONAL SCIENCE CORP. ©

Delicious Derit, concentrated food wafers. A few words about Derit. Sheet. © 30Nov55; KK112414.

The Derit story. Food concentrate. Folder. © 28May55; KK111332.

Powdered Derit, concentrated quick energy food. Net weight 1 lb. 6 ozs. Label. © 1Jul55; KK110062.

NU-WAY FEATURES. ©

Cheko-Gram, a fascinating skill game, devised by G. Melikov. Folder. © 10Nov55; KK111764.

**O'BRIEN, T. J. ©**

St. Bernard battery electrolyte extends the life of your battery. Net contents 12 fluid oz. Label. © 15Nov55; KK111895.

OHIO EDISON CO. ©

Ohio on the go in the center of industrial America. Electrical service. (In U. S. news & world report, Nov. 11, 1955, p.131) Appl. author: Clay Herrick, Jr. © 7Nov55; KK111802.

Report of progress in the center of industrial America. Electrical service. (In Investment dealers' digest, Apr. 18, 1955, p.103) Appl. author: Clay Herrick, Jr. © 15Apr55; KK112305.

Research to serve you, in the center of industrial America. Electrical service. (In U. S. news & world report, Dec. 9, 1955, p.105) Appl. author: Clay Herrick, Jr. © 28Nov55; KK112636.

OHIO MATCH CO. ©

Angel fish. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110024.

At the station. Ohio Blue Tip. Label. © 21Nov55; KK112515.

Baltimore oriole. Book matches. Label. © 12Sep55; KK110033.

Band concert. Ohio Blue Tip. Label. © 21Nov55; KK112517.

Blue jay. Book matches. Label. © 12Sep55; KK110017.

Bluebird. Book matches. Label. © 12Sep55; KK110020.

A bright blue package full of miniature masterpieces. Exclusively Ohio Blue Tip. (In McCall's, Nov. 1955, p.103) Appl. author: Young & Rubicam, Inc. © 20Sep55; KK112721.

Country kitchen. Ohio Blue Tip. Label. © 21Nov55; KK112512.

Country store. Ohio Blue Tip. Label. © 21Nov55; KK112510.

Early American fireplace. Ohio Blue tip. Label. © 21Nov55; KK112514.

Firemouth. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110029.

Goldfinch. Book matches. Label. © 12Sep55; KK110018.

Green swordtails. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110026.

Guppies. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110025.

Harvest time. Ohio Blue Tip. Label. © 21Nov55; KK112518.

Kentucky cardinal. Book matches. Label. © 12Sep55; KK110016.

Now in full bloom at your grocer's and what could be gayer, flower bookmatches, by Ohio Blue Tip ... (In McCall's, June 1955, p.97) Appl. author: Young & Rubicam, Inc. © 19May55; KK108518.

Painted bunting. Book matches. Label. © 12Sep55; KK110015.

Paradise fish. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110031.

Pompadour fish. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110032.

Ranch scene. Ohio Blue Tip. Label. © 21Nov55; KK112513.

Red-headed woodpecker. Book matches. Label. © 12Sep55; KK110019.

Robin. Book matches. Label. © 12Sep55; KK110021.

Ruby jewel fish. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110023.

Ruby throated humming bird. Book matches. Label. © 12Sep55; KK110022.

Siamese fighting fish. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110027.

Springtime. Ohio Blue Tip. Label. © 21Nov55; KK112511.

Take home a bouquet of matches. Ohio Blue Tip. (In McCall's, July 1955, p.83) Appl. author: Young & Rubicam, Inc. © 21Jun55; KK109426.

Tiger barb. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110028.

Variatus. Exclusively Ohio Blue Tip. Book matches. Label. © 12Sep55; KK110030.

Western tanager. Book matches. Label. © 12Sep55; KK110014.

Winter fun. Ohio Blue Tip. Label. © 21Nov55; KK112516.

OHIO NUT & BOLT CO. ©

Ohio weld fastener news. Folder. Appl. author: John Thomas Doheny. Sept. 1955. © 2Sep55; KK109868.

OHIO OIL CO. ©

Free football forecasts, get 'em from your Marathon dealer, weekly. Marathon Mile-maker gasoline. (In The South Bend tribune, South Bend, Ind., Sept. 27, 1955, p.23) Appl. author: N. W. Ayer & Son, Inc. © 27Sep55; KK111773.

Get expert advice, free football forecasts of the games, weekly, from your Marathon dealer. Marathon Mile-maker gasoline. [Umpire standing between two football players] (In The South Bend tribune, South Bend, Ind., Nov. 1, 1955, p.16) Appl. author: N. W. Ayer & Son, Inc. © 1Nov55; KK111772.

Get free football forecasts every week from your Marathon dealer. Marathon Mile-maker gasoline. Crouching football player. (In The South Bend tribune, South Bend, Ind., Oct. 18, 1955, p.19) Appl. author: N. W. Ayer & Son, Inc. © 18Oct55; KK111770.

Get free football forecasts every week from your Marathon dealer. Marathon Mile-maker gasoline. Timekeeper. (In The South Bend tribune, South Bend, Ind., Oct. 4, 1955, p.19) Appl. author: N. W. Ayer & Son, Inc. © 4Oct55; KK111771.

Hurry, lots of prizes still left in Marathon's \$25,000 Mile-maker jingle contests. Marathon Mile-maker gasoline. (In Republican courier, Findlay, Ohio, June 10, 1955, p.11) Appl. author: N. W. Ayer & Son, Inc. © 10Jun55; KK109762.

Rhyme your way to riches in Marathon's \$25,000 Mile-maker jingle contests. Marathon Mile-maker gasoline. (In Republican courier, Findlay, Ohio, Apr. 29, 1955, p.5) Appl. author: N. W. Ayer & Son, Inc. © 29Apr55; KK109761.

They've started. Don't miss Marathon's \$25,000 Mile-maker jingle contests. Marathon Mile-maker gasoline. (In Republican courier, Findlay, Ohio, May 13, 1955, p.5) Appl. author: N. W. Ayer & Son, Inc. © 13May55; KK109763.

OHIO OIL CO. © Cont'd.

You can still win with the information in this ad in Marathon's \$25,000 Mile-maker jingle contests. Marathon Mile-maker gasoline. (You can still win big money) (In Republican courier, Findlay, Ohio, May 27, 1955, p.5) Appl. author: N. W. Ayer & Son, Inc. © 27May55; KK109760.

OHMITE MANUFACTURING CO. ©

Be right with Ohmite ... Rheostat tandem coupling kits. Bulletin 143A. Sheet. Appl. author: Louis Harold Ritzma. © 29Nov54 (in notice: 1952); KK109674.

Small size, Ohmite axial-lead vitreous-enameled resistors. Bulletin 147. Sheet. Appl. author: Louis Harold Ritzma. © 1Aug55; KK109675.

OHRBACH'S, INC. ©

Bargain party continues with more surprises. Clothing. (In Newark evening news, Sept. 20, 1955, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep55; KK110840.

Even if you're short of ready cash. Clothing. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 10Oct55; KK111097.

For amazing values in back to school clothes, make a straight line to Ohrbach's. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 10Aug55; KK109773.

High fashion and low prices go arm in arm. Clothing. (In The New York times, Aug. 21, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 21Aug55; KK109613.

I saw it for less at Ohrbach's. Clothing. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 20Oct55; KK111404.

In Christmas gifts, too, it's what you get for the low price that counts. Clothing. (In Los Angeles times, Dec. 4, 1955, pt.1, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec55; KK112748.

It isn't a bargain, if it isn't exactly what you want. Clothing. (In The New York times, Sept. 11, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 11Sep55; KK109980.

It's what you get for the low price that counts. Clothing. (In The New York times, Oct. 9, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct55; KK111094.

It's what you get for the low price that counts. Clothing. (In The New York times, Oct. 16, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 16Oct55; KK111399.

It's what you get for the low price that counts. Clothing. (In The New York times, Nov. 6, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 6Nov55; KK112454.

Looking for something for the chief? Father's Day is Sunday, June 19. Clothing. (In The New York times, June 12, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 12Jun55; KK108287.

New York's biggest baby gives you the biggest bargains in its history at its 1st-year-on-34th St. birthday celebration. Clothing. (In The New York times, Sept. 7, 1955, p.20-21) Appl. author: Doyle Dane Bernbach, Inc. © 7Sep55; KK109981.

Psssst, if you want the most exciting fashions from Paris and Italy at breathtakingly low

prices, don't let anything keep you from getting to Ohrbach's ... Clothing. (In The New York times, Sept. 18, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 18Sep55; KK110843.

Stop off at Ohrbach's, gotta get something for the wife and kids. Clothing. (In The New York times, Dec. 4, 1955, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec55; KK112749.

Stop off at Ohrbach's, gotta get something for the wife and kids ... Clothing. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 25Nov55; KK112287.

You're going to be amazed at the fabulous values in our greatest surprise party. Clothing. (In Newark Sunday news, Sept. 18, 1955, section 2, p.14-15) Appl. author: Doyle Dane Bernbach, Inc. © 18Sep55; KK110841.

OLIN MATHIESON CHEMICAL CORP. ©

E z 2 c u bet r, get safe, get U. S. I. Permanent or Super Pyro anti-freeze now. Poster. Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110664.

Get ready, get safe, get U. S. I. Permanent. Anti-freeze. Folder. Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110659.

Get ready, get safe, go for U. S. I. Permanent cand; Super Pyro anti-freeze. Streamer. Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110657.

Get ready, get set, go, Super Pyro, popular priced anti-freeze. Folder. Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110658.

Get ready, get set, sell. U. S. I. Permanent & Super Pyro anti-freeze. With this great program you and your dealers can't help but profit. (In Jobber topics, May 1955, insert) Appl. author: Van Sant, Dugdale & Co. © 1May55; KK110660.

Get ready, get set, sell. With this great program, you can't help but profit. U. S. I. Permanent & Super Pyro anti-freeze. (In Super service station, May 1955, insert) Appl. author: Van Sant, Dugdale & Co. © 1May55; KK110661.

Get safe U. S. I. Permanent cand; Super Pyro anti-freeze. Streamer. Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110655.

Go Super Pyro for economy. Anti-freeze. Poster. Appl. author: Van Sant, Dugdale & Co. © Olin Mathieson Corp.; 1Sep55; KK110663.

How to make clean 'n cool profits with Pyro summer safety service. Anti-freeze. Folder. Appl. author: Van Sant, Dugdale & Co. © 1Apr55; KK110656.

It's time for Pyro summer safety service. Anti-freeze, cleanser, anti-rust, stop leak. Poster. Appl. author: Van Sant, Dugdale & Co. © Olin Mathieson Corp.; 1Apr55; KK110665.

Your safest buy U. S. I. Anti-freeze. Poster. Appl. author: Van Sant, Dugdale & Co. © 1Sep55; KK110662.

OLSEN, PATRICIA H. d.b.a. PATTI-ORIGINALS CO. SEE Patti-Originals Co.

OLSON RUG CO. ©

Everybody starts with a 20 % to 30 % factory discount at Olson Rug Co. (In Chicago Sunday tribune, Nov. 13, 1955, pt.1, p.28) Appl. author: Arthur W. Prussing. © 13Nov55; KK111863.

How to have deep, thick broadloom at savings up to 1/2, direct to you from the Olson factory. (In House beautiful, Sept. 1955, p.81) Appl. author: Arthur W. Prussing. © 18Aug55; KK112055.

How to have lovelier rugs and save up to 1/2. Olson factory-to-you free rug offer. (In Household, Sept. 1955, p.85) Appl. author: Arthur W. Prussing. © 20Aug55; KK112053.

In the past year the wool from over a million sheep was needed to weave Olson rugs [&] carpets. (In Chicago Sunday tribune, Nov. 6, 1955) Appl. author: Arthur William Prussing. © 6Nov55; KK111588.

Olson August factory-to-you specials in fine broadlooms, carpets, rugs. (In Chicago Sunday tribune, Aug. 14, 1955, pt.1, p.6) Appl. author: Arthur W. Prussing. © 14Aug55; KK109375.

Olson August factory-to-you specials in fine broadlooms, carpets, rugs. (In Chicago Sunday tribune, Aug. 21, 1955, pt.1, p.19) Appl. author: Arthur W. Prussing. © 21Aug55; KK109457.

Rugs, save up to 1/2 the easy, sensible Olson way. Free rug offer for limited time only. (In McCall's, Oct. 1955, p.112) Appl. author: Arthur W. Prussing. © 22Sep55; KK112054.

OMAR, INC. ©

Omar white enriched bread. Net weight 1 1/2 pounds. Label. © 1Sep55; KK110645.

ONEIDA, LTD. ©

A brilliant, new pattern breaks across the boundaries of both modern and traditional, Twilight, in Community [silverware] (In Life, Aug. 29, 1955, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Aug55; KK110776.

New, the Six-plus-One, place setting in all time favorite, Damask Rose in Heirloom sterling. You marry your silver ... (In Charm, Aug. 1955, p.4 of cover) Appl. author: J. Walter Thompson Co. © 1Aug55; KK110629.

New, the Six-plus-One place setting in eternally young, Lasting Spring, in Heirloom sterling. There is no thrill like it ... Silverware. (In House & garden, Sept. 1955, p.4 of cover) Appl. author: J. Walter Thompson Co. © 23Aug55; KK110628.

New, the Six-plus-One, place setting in radiant young, Reigning Beauty in Heirloom sterling. Ask any epicure. Silverware. (In Glamour, Sept. 1955, p.4 of cover) Appl. author: J. Walter Thompson Co. © 1Sep55; KK110630.

Now, all the beautiful solid sterling silver you need to entertain at dinner tonight. Heirloom sterling, Younger Set. (In Ladies' home journal, Oct. 1955, p.50-53) Appl. author: J. Walter Thompson Co. © 25Sep55; KK112536.

Now, all the solid sterling silver you need ... Heirloom sterling, Younger Set. (In Living for young homemakers, Oct. 1955, p.15) Appl. author: J. Walter Thompson Co. © 20Sep55; KK110627.

So many wonderful ways. Heirloom sterling. (In Ladies' home journal, Dec. 1955, p.125) Appl. author: J. Walter Thompson Co. © 25Nov55; KK112537.

This may be one of the missing pieces in our Community, the finest silverplate, picture puzzle contest. Sheet. © 21Sep55; KK111798.

ORNAMENTAL ARTS & CRAFTS.

Wildlife plaque. Label. Appl. author: Roger T. Williams. © William F. Michels d.b.a. Ornamental Arts & Crafts; 19Aug55; KK109438.

O'ROURKE DIAMOND CO. ©

ORDCO, 1956, guaranteed Diamond instruments. Diamond dental instruments. Folder. Appl. author: Gordon H. Dibble. © 15Oct55; KK112228.

ORTH PRINTING CO. ©

Correct wedding stationery. Pamphlet. Appl. author: William J. Orth. © 19Aug55; KK111330.

ORTHO PHARMACEUTICAL CORP. ©

Patient's instructions; diaphragm method. 15 p. © 2Mar49 (in notice: 1948); KK111040.

OSBORN LABORATORIES, INC. ©

Osborn Piperazine, drinking water anthelmintic. Label. Appl. author: Melvin C. Osborn. © 1May55; KK111368.

OSBORN MANUFACTURING CO. ©

Industry's most efficient tool for removing burrs ... Osborn Matic brush. Folder. Appl. author: William J. Felich. © 1Aug55; KK109354.

OSTER (JOHN) MANUFACTURING CO. ©

Big value team. New, Two by Four saw attachment works with drill, saw table, cuts full 2" dressed lumber. (In Popular science, Oct. 1955, p.273) Appl. author: Wilbur N. Davidson. © 10Oct55; KK111449.

Christmas is Cummins with gifts for your favorite handyman. Power tools. (In Good housekeeping, Nov. 1955, p.214) Appl. author: Wilbur N. Davidson. © 1Nov55; KK111857.

Christmas is Cummins with gifts of the finest home power tools. (In The Saturday evening post) Appl. author: Wilbur N. Davidson. © 10Dec55; KK112962.

Cummins portable tool jamboree. Display card. Appl. author: Ernest K. Schoebel. © 15Aug55; KK111984.

Cummins power tools, fall profit jamboree. (In Hardware & housewares, Aug. 1955, p.12) Appl. author: Wilbur N. Davidson. © 1Aug55; KK109439.

Cummins power tools mean big business for me, says Les Povlich ... (In American lumberman & building products merchandiser, Sept. 5, 1955, p.57) Appl. author: Wilbur N. Davidson. © 5Sep55; KK111856.

Earn your woodworking merit badge with this Cummins do-it-yourself workshop. Power tools. (In Boys' life, Oct. 1, 1955, p.47) Appl. author: Wilbur N. Davidson. © 10Oct55; KK111234.

A great traffic-builder to draw crowds to your big-ticket items. Cummins power tools jamboree. (In Electrical merchandising, Aug. 1955, p.116) Appl. author: Wilbur N. Davidson. © 1Aug55; KK109440.

Now, get this amazing 56 piece Cummins do-it-yourself workshop. Power tools. (In Front page detective, Oct. 1, 1955, p.7) Appl. author: Wilbur N. Davidson. © 10Oct55; KK112964.

The perfect gift ... Cummins 56-piece do-it-yourself workshop. Power tools. (In Better homes & gardens, Nov. 1955, p.232) Appl. author: Wilbur N. Davidson. © 1Nov55; KK111855.

Power up your fall-Christmas credit business ... Cummins power tools. (In National jeweler, Aug. 1955, p.50) Appl. author: Wilbur N. Davidson. © 1Aug55; KK109441.

Santa Claus is Cummins with 37 1/2 % profit for you. Power tools. (In Hardware & housewares, Oct. 1955, p.34) Appl. author: Wilbur N. Davidson. © 10Oct55; KK111803.

We expect to do a record Christmas gift business with Cummins power tools, says D. A. Vinocur. (In Electrical merchandising, Nov. 1955, p.128) Appl. author: Wilbur N. Davidson. © 10Oct55; KK111804.

We run our Maxaws 8 hours a day. cEndorsed by: Jerre Allen. Power tools. (In Practical builder, Aug. 1955, p.195) Appl. author: Wilbur N. Davidson. © 1Aug55; KK111448.

We tested portable power saws and found Cummins Maxaws best for all our building requirements, says Angelo Cardillo ... (In Practical builder, Oct. 1955, p.49) Appl. author: Wilbur N. Davidson. © 10Oct55; KK111447.

OTOE FOOD PRODUCTS CO. ©

Morton House potatoes au gratin & ham en casserole. Net wt. 1 pound. Label. Appl. author: Morton Steinhart. © 15Sep55; KK111543.

Morton House spaghetti with meat in sauce, bacon garnish en casserole. Net wt. 1 pound. Label. Appl. author: Morton Steinhart. © 15Sep55; KK112030.

Morton House tuna en casserole. Net wt. 1 pound. Label. Appl. author: Morton Steinhart. © 15Sep55; KK111665.

Morton House vegetables with sliced beef and gravy en casserole. Net wt. 1 pound. Label. Appl. author: Morton Steinhart. © 15Sep55; KK111544.

OTTO, CARL A. ©

Secret of feminine appeal. Amusement novelty device. Label. © 24Jun55; KK108430.

OUTDOOR ADVERTISING, INC. ©

In today's battle for brand identity, use outdoor advertising for more see-power. cBillboard showing Amoco gas ad; (In Advertising age, Nov. 28, 1955, p.14-15) Appl. author: Al Paul Lefton Co., Inc. © 28Nov55; KK112635.

In today's battle for brand identity, use outdoor advertising for more see-power. cBillboard showing Philip Morris ad; (In Ad-

vertising age, Nov. 7, 1955, p.18-19) Appl. author: Al Paul Lefton Co., Inc. © 7Nov55; KK112630.

In today's battle for sales, use outdoor advertising for more see-power. cBillboard showing Coca-Cola ad; (In Printers' ink, Oct. 28, 1955, p.10-11) Appl. author: Al Paul Lefton Co., Inc. © 28Oct55; KK112632.

In today's battle for sales, use outdoor advertising for more see-power. cBillboard showing Ritz crackers ad; (In Advertising age, Nov. 14, 1955, p.18-19) Appl. author: Al Paul Lefton Co., Inc. © 14Nov55; KK112633.

In today's competition for customers, use outdoor advertising for more see-power. cBillboard showing Ford ad; (In Advertising age, Nov. 21, 1955, p.20-21) Appl. author: Al Paul Lefton Co., Inc. © 21Nov55; KK112634.

In today's competition for customers, use outdoor advertising for more see-power. cEndorsed by: Robert L. Schaus. cBillboard showing Sunbeam bread ad; (In Advertising age, Dec. 5, 1955, p.10-11) Appl. author: Al Paul Lefton Co., Inc. © 5Dec55; KK112631.

In today's effort to instill ideas; outdoor advertising gives your message more see-power. cBillboard showing Committee on Religion in American Life, Inc. ad; (In Advertising age, Dec. 12, 1955, p.18-19) Appl. author: Al Paul Lefton Co., Inc. © 12Dec55; KK112915.

OUT-O-MATIC FIRE EXTINGUISHER CO.

Out-O-Matic fire extinguisher stops fire automatically. Sheet. © Ronald C. Riepe d.b.a. Out-O-Matic Fire Extinguisher Co.; 15Aug55; KK111206.

OVER 40 PRODUCTS CO. ©

Especially for you, Dr. West's Over 40 Health Products; vitamin & mineral tonic. Folder. Appl. author: Robert Edward West. © 15Dec54; KK112255.

Universal multiple vitamins, Vitabs. 30 tablets. Label. Appl. author: Robert Edward West. © Over 40 Health Products Co.; 15Nov55; KK111892.

Waterless Klensz, the all-purpose cream hand cleaner with lanolin. 1 pint by volume. Label. Appl. author: Robert Edward West. © 14Sep55; KK109989.

OVERHEAD DOOR CORP. ©

Revolutionary new line of electric operators for the Overhead Door. (In Engineering news-record, June 16, 1955, p.87) Appl. author: Applegate Advertising Agency, Inc. © 16Jun55; KK108298.

P

P-G PRODUCTS MANUFACTURING CO., INC. ©

Prevent pollution, safety check valve no.C-1. Washing machine parts & fittings. Sheet. © 10Oct55; KK110718.

PA-BY-OZ STEAKERY.

Cut your own choice New York steak, pay by weight. (In San Francisco hotel greeters guide, Sept. 1955, p.47) © Phillip Lehr d.b.a. Pa-By-Oz Steakery; 1Sep55; KK110579.

PABCO PRODUCTS, INC. ©

For the young in heart, California Originals, inlaid linoleum, by Pabco. (In Better homes & gardens, Apr. 1955, p.72) Appl. author: Bradford Collins. © 10Mar55; KK110221.

For the young in heart, colorful new floors in Printz, by Pabco. (In The American home, Sept. 1954, p.35) Appl. author: Bradford Collins. © 18Aug54; KK109250.

For the young in heart, Floron, plastic floor tile, by Pabco. (In Living for young homemakers, Feb. 1955, p.4) Appl. author: Bradford Collins. © 10Jan55; KK109283.

For the young in heart, inlaid linoleum, by Pabco. You want your home gay. (In Better homes & gardens, Sept. 1954, p.46) Appl. author: Bradford Collins. © 10Aug54; KK109282.

For the young in heart, inlaid linoleum, by Pabco. Your home sparkles with family fun. (In Sunset, Oct. 1954, p.79) Appl. author: Bradford Collins. © 20Sep54; KK109285.

For the young in heart, lively new look in inlaid linoleum, by Pabco. (In House beautiful, Apr. 1955, p.10) Appl. author: Bradford Collins. © 22Mar55; KK109281.

For the young in heart, new vitality in tiles, by Pabco. (In The American home, Feb. 1955, p.78) Appl. author: Bradford Collins. © 18Jan55; KK109284.

For the young in heart, Printz rugs, by Pabco. (In Better homes & gardens, Feb. 1955, p.162) Appl. author: Bradford Collins. © 10Jan55; KK109249.

PABST BREWING CO. ©

Always feel refreshed, never feel full. Pabst Blue Ribbon. Bottles in tub. (In The Quartermaster review, May-June 1955, p.52) Appl. author: Warwick & Legler. © 1Jun55; KK109186.

At last, the economy of a quart, the convenience of a can. New Pabst Snap-Cap full quarts. Pabst Blue Ribbon. (In The Milwaukee journal, Nov. 17, 1955, pt.2, p.9) Appl. author: Leo Burnett Co., Inc. © 17Nov55; KK112627.

Enjoy your Labor Day week end more. Take home the convenient Pabst Blue Ribbon handy six can-pak. Barbecue scene. (In The Cleveland plain dealer, Aug. 31, 1955, p.11) Appl. author: Warwick & Legler, Inc. © 31Aug55; KK111085.

Everybody's saying it. What'll you have? I'll have a Blue, a faster way to say Pabst Blue Ribbon. Couple playing cards. (In The Mobile register, May 25, 1955, p.7-B) Appl. author: Warwick & Legler. © 25May55; KK109521.

Everybody's saying it. What'll you have? I'll have a Blue. 3 men at bar. Pabst Blue Ribbon beer. (In The Mobile register, June 29, 1955, p.7-B) Appl. author: Warwick & Legler. © 29Jun55; KK110205.

Everybody's saying it. What'll you have? I'll have a Blue. Woman looking through window at man in garden. Pabst Blue Ribbon beer. (In The Mobile register, June 22, 1955, p.7-B) Appl. author: Warwick & Legler. © 22Jun55; KK108650.

The finest is always in fashion ... Take along the new Pabst Blue Ribbon Ice Pak. Man and woman with bicycle; Ice Pak. (In The Milwaukee journal, May 24, 1955, p.10-11) Appl. author: Warwick & Legler. © 24May55; KK109188.

The finest is always in fashion, and in beer, that means Pabst Blue Ribbon. Barbecue scene. (In The Boston herald traveler, July 20, 1955, p.4) Appl. author: Warwick & Legler, Inc. © 20Jul55; KK110600.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Couple working in garden. (In The Boston herald traveller, Aug. 3, 1955, p.18) Appl. author: Warwick & Legler, Inc. © 3Aug55; KK110201.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Fishing on pier. (In The St. Louis post dispatch, July 27, 1955, p.4B) Appl. author: Warwick & Legler, Inc. © 27Jul55; KK110198.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Man and woman in beach chairs. (In The Los Angeles times, June 9, 1955, p.24) Appl. author: Warwick & Legler. © 9Jun55; KK108651.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Man and woman in canoe. (In The Los Angeles times, July 14, 1955, pt.1, p.24) Appl. author: Warwick & Legler, Inc. © 14Jul55; KK110202.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Picnic on tablecloth. (In Los Angeles herald & express, Aug. 18, 1955, p.A-4H) Appl. author: Warwick & Legler, Inc. © 18Aug55; KK110200.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Swimming scene. (In Chicago daily tribune, June 16, 1955, p.18F) Appl. author: Warwick & Legler. © 16Jun55; KK108904.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Woman at shopping counter. (In West Coast druggist, July 15, 1955, p.31) Appl. author: Warwick & Legler. © 15Jul55; KK109523.

The finest is always in fashion and in beer, that means Pabst Blue Ribbon. Woman sitting on cushion; man in boat. (In The New York times, June 30, 1955, p.13) Appl. author: Warwick & Legler. © 30Jun55; KK109184.

Get beer sales in volume. Pabst Blue Ribbon. Traveler Twelve ad. (In Grocer-graphic magazine, Nov. 8, 1955, p.19) Appl. author: Warwick & Legler, Inc. © 8Nov55; KK112932.

It's new. It's exclusive. It sells on sight. Feature the Pabst Blue Ribbon Ice Pak ... (In Super-market news, July 18, 1955, p.11) Appl. author: Warwick & Legler, Inc. © 18Jul55; KK110203.

It's süffig. Teaser with man's head. (In The Florida times-union, Jacksonville, July 6, 1955, p.34) Appl. author: Warwick & Legler. © 6Jul55; KK109183.

It's süffig, that's why I drink Pabst Blue Ribbon. Old man with thin grey hair. (In The Florida times-union, Jacksonville, Fla., Aug. 4, 1955, p.12) Appl. author: Warwick & Legler. © 4Aug55; KK109822.

It's süffig, that's why I drink Pabst Blue Ribbon. Older man with crew cut. (In The Florida times-union, Jacksonville, July 12, 1955, p.17) Appl. author: Warwick & Legler. © 12Jul55; KK109522.

It's süffig, that's why I drink Pabst Blue Ribbon. Young man pursing lips. (In The Hartford courant, July 28, 1955, p.14) Appl. author: Warwick & Legler, Inc. © 28Jul55; KK110204.

It's süffig, that's why I drink Pabst Blue Ribbon. Young man with smile. (In The Florida times-union, Jacksonville, July 21, 1955, p.8) Appl. author: Warwick & Legler. © 21Jul55; KK109185.

Just in time for the holidays, Pabst Blue Ribbon in full quart cans. New Pabst Snap-Cap ... (In The Milwaukee journal, Nov. 23, 1955, pt.2, p.12) Appl. author: Leo Burnett Co., Inc. © 23Nov55; KK112628.

Once again Pabst Blue Ribbon promotes National Restaurant month. Bill Nimmo and 3-dimensional display. (In Hotel world-review, Oct. 22, 1955, p.7) Appl. author: Warwick & Legler, Inc. © 22Oct55; KK112446.

Quality that refreshes without filling. Television scene. Pabst Blue Ribbon beer. (In The Army times, Oct. 29, 1955, p.M5) Appl. author: Warwick & Legler, Inc. © 29Oct55; KK112445.

What'll you have? Pabst Blue Ribbon. Bowling scene. (In The Army times, Sept. 17, 1955, p.33) Appl. author: Warwick & Legler, Inc. © 17Sep55; KK110512.

What'll you have? Pabst Blue Ribbon. Golf scene. (In The Army times, Aug. 20, 1955, p.35) Appl. author: Warwick & Legler, Inc. © 20Aug55; KK110199.

What'll you have? Pabst Blue Ribbon. Swimming scene. (In Air Force times, July 9, 1955, p.M5) Appl. author: Warwick & Legler. © 9Jul55; KK108903.

What'll you have? Pabst Blue Ribbon. Tennis couple. (In Navy times, June 25, 1955, p.M5) Appl. author: Warwick & Legler. © 25Jun55; KK108905.

PACIFIC AMERICAN FISHERIES, INC. © Deming's salmon imperial. Net contents 7 3/4 oz. avoir. Label. Appl. author: Philip T. Campbell. © 15Aug55; KK110594.

PACIFIC MARKETING & RESEARCH BUREAU, INC. © The original basket bingo for fun and good fortune in the buyways of the U. S. A. Food products. Sheet. Appl. author: Frank V. Twist. © 6Oct55; KK110676.

PACIFIC TACKLE CO. The Pacific Tackle Co. now offers the all new Squideroo, the natural food for most salt water fish, an action lure for all game fish. Weight 1 oz. Label. Appl. author: Thomas Wolfe, III. © Nay-Wolfe Engineering Corp. d.b.a. Pacific Tackle Co.; 2Feb55; KK111253.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Atnow. Folder.
 July 1955. © 12Jul55; KK108893.
 Aug. 1955. © 10Aug55; KK109358.
 Sept. 1955. © 12Sep55; KK110263.
 Oct. 1955. © 11Oct55; KK111364.
 Nov. 1955. © 21Nov55; KK112091.
 Dec. 1955. © 9Dec55; KK112723.

PACK MANUFACTURING CO. ©

It's a new way to store tracings. Inter-Lock file for tracings and blue prints. Folder. © 9May55; KK108792.

PADDOCK OF TEXAS. ©

Paddock Seablue pool equipment and chemicals. Folder. Appl. author: R. J. Burke Advertising, Inc. © 30Jul55; KK109201.

PAN (PETER) FOUNDATIONS, INC. SEE

Peter Pan Foundations, Inc.

PAN-AMERICAN COFFEE BUREAU. ©

Bus stop coffee-break. (In Life, Nov. 21, 1955, p.160) Appl. author: Robert W. Orr & Associates, Inc. © 10Nov55; KK112615.

Good neighbors enjoy a coffee-break. (In Life, Oct. 24, 1955, p.159) Appl. author: Robert W. Orr & Associates, Inc. © 13Oct55; KK111795.

Good rule of the road, a frequent coffee-break. (In Life, Aug. 29, 1955, p.70) Appl. author: Robert W. Orr & Associates, Inc. © 25Aug55; KK109884.

Movie maker takes five for a coffee-break. Jack Webb. (In Life, Sept. 26, 1955, p.115) Appl. author: Robert W. Orr & Associates, Inc. © 16Sep55; KK110639.

Safe driver stops for a coffee-break. (In Life, July 4, 1955, p.28) Appl. author: Robert W. Orr & Associates, Inc. © 30Jun55; KK108688.

PAN CONDENSER SALES CORP. ©

Here at last, the greatest development in smoking history. The new scientific Pan Condenser cigarette holder. Pamphlet. Appl. author: Joseph Brandwen. © 1Mar55; KK108592.

PAPER CUTTER CORP. ©

Save that paper backed classic ... Bind-A-Book kit. Label. © 1Jul55; KK108625.

PAPER-MATE CO., INC. ©

Finest, a luxury gift for everyone, the jewelry styled Paper-Mate Capri. [Endorsed by] Art Linkletter. Pen. (In Life, Dec. 5, 1955, p.198) Appl. author: Foote, Cone & Belding. © 1Dec55; KK112802.

A great new tu-tone Paper-Mate styled in the multimillion-dollar new car colors. Pen. (In Life, Aug. 15, 1955, p.47) Appl. author: Foote, Cone & Belding. © 12Aug55; KK110005.

Paper-Mate pens please everyone. (In Home (Los Angeles times magazine section), Nov. 27, 1955, p.52) Appl. author: Foote, Cone & Belding. © 27Nov55; KK112480.

PARADISE VALLEY LODGE.

Do you know where the word honeymoon originated? Hotel accommodations. Card. Appl. author: Paul Asure. © Paul & Mae Asure d.b.a. Paradise Valley Lodge; 20Sep55; KK111019.

PARAGON ART & LINEN CO., INC. ©

Paragon needlecraft creates new beauty for your daily living. Needlework for embroidery. (In McCall's needlework, fall-winter 1955-56, p.3 of cover) Appl. author: Martin J. Rothman. © 20Jul55; KK108898.

PARAGON ELECTRIC CO. ©

Paragon Memory Master 3000 series, 24 hour on and off time switches. Form no.5512. Folder. Appl. author: Gordon Rietveld. © 31May55; KK109113.

Paragon Memory Master time switch. 3000 series. Form no.5512-A. Folder. Appl. author: Gordon Rietveld. © 31May55; KK109114.

Sleek new design for modern giving; now go for new profits with this Elec Trivet, by Paragon. (In The Gift & art buyers directory, 26th ed., 1955-56, p.263) Appl. author: Harry Straw. © 1Aug55; KK109893.

PARAGON PRESS. ©

Burnham's. So there won't be any misunderstanding, we want you to know ... Van service. Folder. Appl. authors: Edwin S. Wise & M. F. Rosenberg. © 1Apr55; KK108929.

It's easy when you move with Burnham. Van service. Folder. Appl. authors: Edwin S. Wise & M. F. Rosenberg. © 1Apr55; KK108927.

Safe in the vans of Burnham. Long distance moving. Mail folder. Appl. authors: Edwin S. Wise & M. F. Rosenberg. © 1Apr55; KK108928.

You couldn't make a smarter move. For ease and safety, you'll be glad you chose Burnham. Van service. Folder. Appl. authors: Edwin S. Wise & M. F. Rosenberg. © 1Apr55; KK108930.

PARK CIRCLE MOTOR CO. ©

Special deal ... Now, for the first time triple, the red book cash value on your present car in trade on a new 1956 Chevrolet. (In The Sun, Baltimore, Nov. 20, 1955, p.4D) Appl. author: Leslie Legum. © 20Nov55; KK112564.

PARKE, DAVIS & CO. ©

Ambodryl hydrochloride, greater symptomatic relief with fewer side effects. In the mountains - at the seashore. PD-D-434. Pharmaceuticals. Folder. © 24Jun55; KK108747.

Ambodryl hydrochloride, greater symptomatic relief with fewer side effects. Night and day. PD-D-428. Pharmaceuticals. Folder. © 3Jun55; KK108741.

Ambodryl hydrochloride, greater symptomatic relief with fewer side effects. On the farm - in the city. PD-D-429. Pharmaceuticals. Folder. © 18Jun55; KK108743.

Asleep or awake ... Ambodryl hydrochloride, greater symptomatic relief with few side effects, relief from sneezing, itching ... PD-D-466. Pharmaceuticals. Folder. © 26Aug55; KK110554.

At work, at play, Ambodryl. PD-D-440. Pharmaceuticals. Folder. © 8Jul55; KK110558.

Benacine ... Ambodryl ... Benadryl ... to help 4th of July vacationers secure their independence. PD-D-456. Pharmaceuticals. Mail folder. © 28Jun55; KK108744.

Benacine, double protection against motion sickness, makes the trip part of the fun. PD-D-432. Pharmaceuticals. Post card. © 25May55; KK108421.

Benacine, double protection against motion sickness, makes the trip part of the holiday. PD-D-423. Pharmaceuticals. Post card. © 16May55; KK108419.

Best for his allergic rhinitis, Ambodryl, best for her allergic asthma, Benadryl. PD-D-455. Pharmaceuticals. Folder. © 2Sep55; KK110555.

Both have hay fever, but he does best on Ambodryl ... and he does best on Benadryl ... [Two men taking pictures in the woods] PD-D-444. Pharmaceuticals. Folder. © 10Jun55; KK108742.

Both have hay fever, but she does best on Ambodryl ... and she does best on Benadryl ... [Two women bicycling through woods] PD-D-454. Pharmaceuticals. Folder. © 1Jul55; KK108748.

Comprehensive control of pain, tension, digestive distress in gastrointestinal and in genitourinary disorders. Bardase. PD-D-420. Pharmaceuticals. Mail folder. © 17May55; KK108423.

Different patients with functional gastrointestinal distress often need different therapy. (GI products) Taka-Combox; Sibilin tablets; Hepa-Desicol; Bardase. PD-D-492. Pharmaceuticals. Mail folder. © 7Nov55; KK112575.

Don't let motion sickness mar your A. M. A. convention trip or any other trip. Benacine. PD-D-439. Pharmaceuticals. Mail folder. © 27May55; KK108422.

New wonder drugs, serve yourself. What people think about doctors ... (In Journal of the American Medical Association, Feb. 19, 1955, p.16-17) Appl. author: Young & Rubicam, Inc. © 17Feb55; KK112720.

North or south ... Ambodryl hydrochloride, greater symptomatic relief with few side effects, relief from sneezing ... PD-D-445. Pharmaceuticals. Folder. © 5Aug55; KK110559.

Opening new horizons for allergic patients, Ambodryl, Benadryl, Benacine. PD-D-461. Pharmaceuticals. Mail folder. © 2Aug55; KK110560.

Polio patterns ... a service for the exclusive use of the medical profession. Poliomyelitis vaccine. Pharmaceuticals. Folder. Week ending Apr. 30, 1955. © 7May55; KK108412.

Week ending May 7, 1955.

© 13May55; KK108413.

Week ending May 14, 1955.

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Week ending May 21, 1955.

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Week ending May 28, 1955.

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Week ending June 11, 1955.

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Week ending June 18, 1955.

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Week ending June 25, 1955.

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PARKE, DAVIS & Co. © Cont'd.

- Week ending July 2, 1955.
© 8Jul55; KK110315.
- Week ending July 9, 1955.
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- Week ending July 16, 1955.
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- Week ending July 23, 1955.
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- Week ending July 30, 1955.
© 5Aug55; KK110314.
- Week ending Aug. 27, 1955.
© 2Sep55; KK110316.
- Week ending Sept. 3, 1955.
© 10Sep55; KK111526.
- Week ending Sept. 10, 1955.
© 17Sep55; KK111528.
- Week ending Oct. 1, 1955.
© 7Oct55; KK112574.
- Prompt relief from allergies, fall or spring with Ambodryl. PD-D-453. Pharmaceuticals. Envelope & folder. © 10Sep55; KK111529.
- Suspect: giant ragweed. Therapy: Benadryl. PD-D-435. Pharmaceuticals. Post card. © 23Aug55; KK110557.
- 3 good reasons: Ambodryl, Benadryl, Benacine, why more and more allergic patients are leaving home. PD-D-460. Pharmaceuticals. Mail folder. © 15Jul55; KK110564.
- To facilitate your medical management for gastrointestinal dysfunction. (GI products) Taka-Combox; Siblin tablets; Hepa-Desicol; Bardase. PD-D-491. Pharmaceuticals. Mail folder. © 23Nov55; KK112577.
- When amaranth lies in wait, Benadryl. Amaranth pigweed. PD-D-450. Pharmaceuticals. Post card. © 19Jul55; KK110567.
- When hay fever lies in wait, Benadryl. Dwarf ragweed. PD-D-462. Pharmaceuticals. Folder. © 13Sep55; KK111527.
- When hay fever lurks, Benadryl. Burweed. PD-D-446. Pharmaceuticals. Post card. © 12Jul55; KK110561.
- When hay fever lurks, Benadryl. Timothy grass. PD-D-457. Pharmaceuticals. Post card. © 23Jun55; KK1108745.
- When hay fever lurks, therapy: Benadryl. Western ragweed. PD-D-449. Pharmaceuticals. Post card. © 30Aug55; KK110556.
- When hay fever shows its face, Benadryl. Dwarf ragweed. PD-D-431. Pharmaceuticals. Post card. © 9Aug55; KK110562.
- When hay fever shows its face, Benadryl. Russian thistle. PD-D-447. Pharmaceuticals. Post card. © 2Aug55; KK110565.
- When motion sickness threatens, Benacine. PD-D-424. Pharmaceuticals. Mail folder. © 19May55; KK108420.
- When red sorrel lies in wait, Benadryl. PD-D-436. Pharmaceuticals. Post card. © 21Jun55; KK108746.
- When sagebrush lies in wait, Benadryl. PD-D-451. Pharmaceuticals. Post card. © 5Jul55; KK110563.
- When you're dealt a sure cure, pass. Pharmaceutical products. (In Life, May 16, 1955, p.208) Appl. author: Young & Rubicam, Inc. © 12May55; KK111655.

You are medicine's greatest problem. What people think about doctors ... Pharmaceuticals. (In Journal of the American Medical Association, Apr. 9, 1955, p.40-41) Appl. author: Young & Rubicam, Inc. © 7Apr55; KK112719.

You can make your patients truly thankful. Taka-Combox Kapseals; Bardase. PD-D-493. Pharmaceuticals. Mail folder. © 9Nov55; KK112576.

PARKER, E.

Horseless Carriage, a regional trade journal ... Sheet. © Edward Parker; 25Aug55; KK111732.

PARKER, EDWARD. SEE Parker, E.

PARKER BROS., INC. ©

Going to Jerusalem, a Bible game based on the New Testament. Label. © 24Aug55; KK109753.

Rich Uncle, the stock market game. Label. © 22Aug55; KK109780.

PARKER PEN CO. ©

At last, a pencil that sharpens itself as you write and cannot break. New Parker Liquid Lead pencil. (In Life, June 20, 1955, p.43) Appl. author: Tatham-Laird, Inc. © 19Jun55; KK108918.

At last, a pencil that sharpens itself as you write and cannot break. New Parker Liquid Lead pencil. It's lead-pencil graphite in a new unbreakable form. (In Navy times (European ed.), July 12, 1955, p.11) Appl. author: Tatham-Laird, Inc. © 12Jul55; KK112049.

At last, a pencil that sharpens itself as you write and cannot break. New Parker Liquid Lead pencil. Keeps your pocket clean. (In Navy times (European ed.), June 28, 1955, p.13) Appl. author: Tatham-Laird, Inc. © 28Jun55; KK112048.

The best thing next to the tree is one of these new Parkers. The new Parker 51 set ... (In Reader's digest, Far East ed., Dec. 1955, p.16-17) Appl. author: Tatham-Laird, Inc. © 25Nov55; KK112659.

The best thing next to the tree is one of these new Parkers. This newest Parker 51 set ... (In Navy times, Far East ed., Oct. 19, 1955, p.13) Appl. author: Tatham-Laird, Inc. © 19Oct55; KK112658.

Excitement from Parker. Four sure-fire hits, each hot as a pistol. (In The National stationer, Sept. 1955, p.22-23) Appl. author: Tatham-Laird, Inc. © 13Sep55; KK110267.

First time in the history of writing, new kind of pencil with lifelong sharpness and the only lead that can't break. Parker Liquid Lead pencil. (In Life, Sept. 5, 1955, p.44) Appl. author: Tatham-Laird, Inc. © 2Sep55; KK109888.

Jot down Parker's new Jotter ...

Out-performs and out-lasts any ball point you've ever seen. (In Look, Dec. 27, 1955, p.89) Appl. author: Tatham-Laird, Inc. © 13Dec55; KK112882.

Now try this new kind of pencil with lifelong sharpness. Parker Liquid Lead pencil. (In The American weekend, Aug. 27, 1955, p.31M) Appl. author: Tatham-Laird, Inc. © 27Aug55; KK109887.

Out-performs and out-lasts any ball point you've ever seen. A whole year's classwork. A Jotter ... (In Life, Aug. 22, 1955, p.10) Appl. author: Tatham-Laird, Inc. © 19Aug55; KK109537.

Out-performs and out-lasts any ball point you've ever seen. Parker Jotter can write all the dictation ... (In Life, Aug. 29, 1955, p.32) Appl. author: Tatham-Laird, Inc. © 26Aug55; KK109536.

Smooth writing, smooth looking, smooth price, world's foremost moderate-priced pen, the Parker 21 special. (In The American weekend, Sept. 17, 1955, p.11) Appl. author: Tatham-Laird, Inc. © 17Sep55; KK110307.

Special offer, 10-day free trial, Parker 21. (In Parade, Aug. 28, 1955, p.4) Appl. author: Tatham-Laird, Inc. © 28Aug55; KK109603.

Take a tip from me, Parker Jotter out-performs and out-lasts any ball point you've ever seen. (In The American weekend, Oct. 1, 1955, p.11) Appl. author: Tatham-Laird, Inc. © 10Oct55; KK111194.

To make writing or giving a pleasure, make sure it's one of these new Parkers. Parker 51; Parker Jotter; Parker Liquid Lead pencil. (In Reader's digest (Far East ed.), Nov. 1955, p.14-15) Appl. author: Tatham-Laird, Inc. © 25Oct55; KK112186.

Unusual offer to introduce the exciting new Parker 51 pen ... Free, a gift to the giver. (In This week magazine, Dec. 11, 1955, p.38) Appl. author: Tatham-Laird, Inc. © 11Dec55; KK112657.

Unusual offer to introduce the exciting new Parker 51 pen and Liquid Lead pencil set. Free, a gift to the giver. (In Army times (European ed.), Oct. 18, 1955, p.15) Appl. author: Tatham-Laird, Inc. © 18Oct55; KK112475.

PARKHILL, JOE M. ©

The finest foods in the Ozarks, Ozark Village, Clover Blossom honey. 6 oz. Label. © 26Aug55; KK109999.

PARSONS PAPER CO. ©

How to build prestige with your letters. (In Business week, Sept. 17, 1955, p.94) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 17Sep55; KK110899.

Make your letterhead say, this is a fine firm. (In Office management, Nov. 1955, p.64) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 25Oct55; KK112019.

Tired of your present letterhead? Lester Beall. (In Management methods, July 1955, p.7) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 5Jul55; KK108600.

PASTRONE, MARIO d.b.a. SPECIALIZED BUSINESS SERVICES. SEE Specialized Business Services.

PATENT SCAFFOLDING CO., INC. ©

Aluminum end frames for Tubelox scaffolding. Bulletin PTS-19. Sheet. Appl. author: Oscar H. Junggren. © 22Jul55; KK108857.

The new, extra heavy duty, Super/Craft step ladder. Bulletin L-84. Sheet. Appl. author: Oscar H. Junggren. © 15Dec55; KK112722.

PATRIOT LIFE INSURANCE CO. ©
Here is life insurance without expensive frills. (In The Indianapolis star, Aug. 14, 1955, section 4, p.12) © 14Aug55; KK111089.

Low cost life insurance protection without medical examination. (In Syracuse herald-journal, Aug. 15, 1955, p.14) © 15Aug55; KK111088.

Low cost, permanent life insurance without medical examination. Free, the complete story behind Patriot's revolutionary offer ... (In Sunday world-herald, Omaha, Aug. 14, 1955, p.18-B) © 14Aug55; KK111090.

Low cost, permanent life insurance without medical examination. Mail this 10-day approval coupon ... (In Sunday world-herald, Omaha, Aug. 14, 1955, p.18-B) © 14Aug55; KK111091.

Now, \$2,500.00 of life insurance for only \$1.95 a month, at age 30. (In Syracuse herald-journal, Aug. 15, 1955, p.14) © 15Aug55; KK111087.

PATROL VALVE CO. ©
Flexi-Flame, the exciting new burner that adds saleability to any gas range. Folder. Appl. authors: Holley J. Smith & O. A. Reiter. © 28May55; KK109037.

PATTERSON, D. R.
Patterson sweets. Mint jelly puffs. Net wt. 9 oz. Label. © Daniel R. Patterson; 7Jul55; KK108519.

PATTERSON, DANIEL R. SEE Patterson, D. R.

PATTI-ORIGINALS CO.
Finally got a Tan, Fanny. Sun tan novelty-doll. Label. © Patricia H. Olsen d.b.a. Patti-Originals Co.; 22Jul55; KK110361.

U-hav-a-Tan Fanny. Sun tan novelty-doll. Sheet. © Patricia H. Olsen d.b.a. Patti-Originals Co.; 22Jul55; KK110360.

PATRICK, ELIZABETH. ©
Creative stationery for children; grades 1 and 2. Label. © 20Sep55; KK111230.

PAYNE, MAHLON BAYLEY. ©
1st Junior Sculptor modeling kit. Label. © 15Aug55; KK110333.

PEANUT SPECIALTY CO. ©
P S C candies, packaged confections, made to satisfy. Chocolate bridge mix. Net weight 10 oz. Label. Appl. author: Leonard M. Lavez-zorio. © 20Sep55; KK110187.

PEARL K. MCGOWN, INC. SEE McGown (Pearl K.) Inc.

PEKAO TRADING CORP. ©
Na boze narodzenie w Polsce. Gift parcels. Sheet. © 1Sep55; KK109609.

Na boze narodzenie w Polsce paczka Pekao. (Pekao holiday, gift, parcel) (In Polish American yearbook & classified directory, 1956, p.57) © 22Nov55; KK112058.

Parcels to Poland; paczki do Polski. 15 p. © 1Sep55; KK109610.

Parcels to Poland; paczki do Polski. (Pekao family, gift, parcel) (In Ilustrowany kalendarz Nowego swiata, 1956, p.3 of cover) © 22Nov55; KK112057.

pekao Christmas parcel; paczki Swiateczne. (In Nowy Swiat-Polish morning world, Nov. 1, 1955, p.2) © 1Nov55; KK112604.

Wielkanoc w Polsce. (Pekao Easter, gift, parcel) (In Polish American yearbook & classified directory, 1956, p.39) © 22Nov55; KK112056.

PELTON MANUFACTURING CO. ©
Installation details for Pelton attic fan. Sheet. Appl. author: Allen Lincoln Pelton. © 21Jul55; KK109143.

PELTON'S SPUDNUTS, INC. ©
Fresh, delicious, Spudnuts ... Food product. (In The Saturday evening post, Jan. 15, 1955, p.54) Appl. author: Bill A. Skaggs. © 15Jan55; KK109769.

Those good, golden Spudnuts, America's finest food confections. (In The Saturday evening post, July 16, 1955, p.96) Appl. author: Bill A. Skaggs. © 16Jul55; KK109771.

Your Spudnut dealer cordially invites you to a new exciting eating experience, Spudnut varieties. Food product. (In The Saturday evening post, May 21, 1955, p.105) Appl. author: Bill A. Skaggs. © 21May55; KK109770.

PENICK & FORD, LTD., INC. ©
Brer Rabbit, New Orleans, molasses. Contents 1 pt. 8 fl. oz. Green label, dark full-flavored; gold label, light, mild-flavored. © 26Aug54; KK111711.

PENNSYLVANIA GRADE CRUDE OIL ASSN. ©
Birthday of the world's first and still finest crude oil. Pennsylvania motor oil. (In Collier's, Aug. 5, 1955, p.16) Appl. author: Meldrum & Fewsmith, Inc. © 21Jul55; KK109236.

PENNZOIL CO. ©
Before you send them off, make sure they'll come back ... Pennzoil, only oil with power ingredient Z-7. (In Automotive news, June 13, 1955, p.15) Appl. author: A. Schneider. © 13Jun55; KK108619.

Unlock all the horsepower built into your engine. Pennzoil, only motor oil with Z-7. (In The Saturday evening post, July 24, 1954, p.12) Appl. author: A. Schneider. © 21Jul54; KK111442.

PEOPLES DRUG STORES, INC. ©
Peoples capsules. A killer on the run. (In The Evening star, Washington, D. C., Oct. 18, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 18Oct55; KK112668.

Peoples capsules. A tip of the hat, and a bouquet to boot ... (In The Evening star, Washington, D. C., Oct. 4, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 4Oct55; KK112666.

Peoples capsules. From the present-day point of view ... (In The Evening star, Washington, D. C., May 3, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 3May55; KK109714.

Peoples capsules. Medical storehouse of the ages ... (In The Evening star, Washington, D. C., May 17, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 17May55; KK109722.

Peoples capsules. Most of us are firmly convinced that money doesn't grow on trees. (In The Evening star, Washington, D. C., July 5, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 5Jul55; KK109716.

Peoples capsules. One of the nice things about running a drug store these days ... (In The Evening star, Washington, D. C., Nov. 8, 1955, p. A-5) Appl. author: N. W. Ayer & Son, Inc. © 8Nov55; KK112671.

Peoples capsules. Pardon us if we go nostalgic. (In The Evening star, Washington, D. C., June 7, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 7Jun55; KK109720.

Peoples capsules. Peoples lights itself a birthday cake ... (In The Evening star, Washington, D. C., June 14, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 14Jun55; KK109719.

Peoples capsules. Remember the story of Dr. Jekyll and Mr. Hyde? (In The Evening star, Washington, D. C., June 21, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 21Jun55; KK109718.

Peoples capsules. Remember when? (In The Evening star, Washington, D. C., May 24, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 24May55; KK109721.

Peoples capsules. 65,000 dead, 300,000 fleeing the city. (In The Evening star, Washington, D. C., Dec. 6, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 6Dec55; KK112665.

Peoples capsules. Someone once said ... (In The Evening star, Washington, D. C., Apr. 26, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 26Apr55; KK109715.

Peoples capsules. The man with the brief case. (In The Evening star, Washington, D. C., May 10, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 10May55; KK109723.

Peoples capsules. Things parents should know about rheumatic fever. (In The Evening star, Washington, D. C., Nov. 1, 1955, p. A-5) Appl. author: N. W. Ayer & Son, Inc. © 1Nov55; KK112670.

Peoples capsules. We frequently hear something like this from a customer ... (In The Evening star, Washington, D. C., Oct. 25, 1955, p. A-5) Appl. author: N. W. Ayer & Son, Inc. © 25Oct55; KK112669.

Peoples capsules. We're standing on a ladder ... (In The Evening star, Washington, D. C., June 28, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 28Jun55; KK109717.

Peoples capsules. What kind of people are Peoples' people? (In The Evening star, Washington, D. C., Nov. 22, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 22Nov55; KK112664.

Peoples capsules. What made the Mad Hatter mad ... ? (In The Evening star, Washington, D. C., Oct. 11, 1955, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 11Oct55; KK112667.

Thanks to his doctor, he has smoother sailing on a longer cruise through life. Peoples certified prescriptions. (In The Sentinel, Lewistown, Pa., June 21, 1955, p.5) Appl. author: Henry J. Kaufman & Associates. © 21Jun55; KK108410.

PEOPLES DRUG STORES, INC. © Cont'd.

Thanks to his doctor, he's on his pins again. Peoples certified prescriptions. (In The Daily advance, Lynchburg, Va., Aug. 17, 1955, p.10) Appl. author: Henry J. Kaufman & Associates. © 17Aug55; KK109654.

Thanks to his doctor, vacation from business pressure, relief from high blood pressure. Peoples certified prescriptions. (In Youngstown vindicator, June 19, 1955, p.A-20) Appl. author: Henry J. Kaufman & Associates. © 19Jun55; KK109181.

Thanks to modern medicine, few dollars spent, many dollars saved. Peoples certified prescriptions. (In The Daily advance, Lynchburg, Va., June 29, 1955, p.7) Appl. author: Henry J. Kaufman & Associates. © 29Jun55; KK108687.

Thanks to modern medicine, he takes his medicine and likes it. Peoples certified prescriptions. (In The Sentinel, July 19, 1955, p.9) Appl. author: Henry J. Kaufman & Associates. © 19Jul55; KK109180.

Thanks to modern medicine, hey, mom, what's whooping cough? Peoples certified prescriptions. (In Daily news-record, Harrisonburg, Va., Aug. 23, 1955, p.8) Appl. author: Henry J. Kaufman & Associates. © 23Aug55; KK109826.

Thanks to modern medicine, it needn't cost a fortune for you to treasure it. Peoples certified prescriptions. (In The Morning herald, Hagerstown, Md., June 28, 1955, p.9) Appl. author: Henry J. Kaufman & Associates. © 28Jun55; KK108853.

Thanks to modern medicine, objects like these are no longer used for healing. Peoples certified prescriptions. (In The Morning herald, Hagerstown, Md., July 26, 1955, p.8) Appl. author: Henry J. Kaufman & Associates. © 26Jul55; KK109653.

Thanks to modern medicine, production means reduction. Peoples certified prescriptions. (In The Daily advance, July 27, 1955, p.9) Appl. author: Henry J. Kaufman & Associates. © 27Jul55; KK109182.

Thanks to your doctor, safe ending to a sound night's sleep. Peoples certified prescriptions. (In The Sentinel, Weistown, Pa., June 7, 1955, p.5) Appl. author: Henry J. Kaufman & Associates. © 7Jun55; KK108351.

Thanks to your doctor, some allergies are no longer something to sneeze at. Peoples certified prescriptions. (In The News, Lynchburg, Va., June 9, 1955, p.7) Appl. author: Henry J. Kaufman & Associates. © 9Jun55; KK108350.

Thanks to your doctor, your losing battle turns into a winning one. Peoples certified prescriptions. (In Ledger-dispatch & star, Norfolk, Va., June 14, 1955, p.21) Appl. author: Henry J. Kaufman & Associates. © 14Jun55; KK108409.

PEPPERIDGE FARM, INC. ©

How Pepperidge Farm bread helps your boy grow as strong and tall as he can. (In Sunday news, June 12, 1955, p.17) © 12Jun55; KK108896.

How to make home-made bread like Pepperidge Farm, by Margaret Rudkin. (In This week magazine, July 10, 1955, p.31) © 10Jul55; KK109034.

PERMA-STONE CO. ©

Perma-Stone for old or new homes; your first cost is the last cost. Form F.U.3. Facing materials. Mail folder. Appl. author: J. E. Bateson. © 1Sep55; KK110041.

PERMUTIT CO. ©

Permutit ion exchangers. Summary of properties. Sheet. Appl. author: William R. Feik. © 1Oct55; KK111839.

Processes: Ion exchange swaps chemicals in solution ... How Ion exchange cuts plating costs. Liquid conditioning. (In Chemical & engineering news, June 6, 1955, p.2365) © 6Jun55; KK108463.

PESSL (HELENE) INC. ©

Bath time is fun time with Little Lady bubble bath. Net weight 7 1/2 oz. Label. Appl. author: Arnold Perlman. © 17Jun55; KK108525.

Little Lady, her very own toiletries. Fall and winter catalog. 1955-56. 6 p. Appl. author: Arnold Perlman. © 25Jul55; KK109518.

PETER HAND BREWERY CO. SEE Hand (Peter) Brewery Co.

PETER PAN FOUNDATIONS, INC. ©

Do you know this woman? Girdles & brassieres. Sheet. © 24Nov55; KK112180.

PETERSEN, M. ©

Fresh Peter Pan enriched bread. Wt. 1 1/4 lb. Label. © 10Nov55; KK112274.

Peter Pan honey wheat bread. Wt. 1 lb. Label. © 10Nov55; KK112308.

PETERSON SHARK FIN TOOL SALES. ©

Shark Fin lawn edger ... A red-hot impulse item. Sheet. Appl. author: Bill A. Skaggs. © 5Aug55; KK109772.

PFIZER (CHARLES) & CO., INC. ©

Announcing the newest, highly potent anti-rheumatic, Sterane. Code no.H1402-7-5-225M. Pharmaceuticals. Sheet. Appl. author: Paul Klemtner & Co., Inc. © 5Jul55; KK108809.

Banish distressing symptoms of vaginitis within hours, Cortril vaginal tablets. Code no.H463-10-5-165M. Pharmaceuticals. Card. Appl. author: Paul Klemtner & Co., Inc. © 30Sep55; KK110827.

Blueprint for new sales, new profits, Sterane ... Code no.H1400-7-5-11M. Pharmaceuticals. Sheet. Appl. author: Paul Klemtner & Co., Inc. © 8Jul55; KK108806.

Compositions: Tyzine pediatric nasal drops. Code no.N2021-10-5-90M. Pharmaceuticals. Notebook. Appl. author: Paul Klemtner & Co., Inc. © 31Oct55; KK111819.

Cortril vaginal tablets. Code no.H1419-7-5-60M. Pharmaceuticals. File card. Appl. author: Paul Klemtner & Co., Inc. © 21Jul55; KK110527.

Dear Doctor: Current corticosteroid research indicates that Sterane achieves a prime objective ... W. Alan Wright. Code no.H1425-7-5-3M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 18Jul55; KK108818.

Dispel annoying symptoms of vaginitis within hours, Cortril vaginal tablets. Code no.H464-11-5-165M. Pharmaceuticals. Card. Appl. author: Paul Klemtner & Co., Inc. © 30Sep55; KK110826.

Dual action Terra-Cortril singularly effective in poison ivy, oak, sumac. Code no.H1395-7-5-165M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 18Jul55; KK108817.

Effective systemic therapy for inflammatory skin conditions. Sterane. Code no.H1457-10-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 6Oct55; KK111816.

A giant step forward, Sterane, most potent, newest anti-rheumatic. Code no.H1453-9-5-220M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 30Sep55; KK110823.

Highly potent, newest anti-rheumatic; Sterane. Code no.H1414-8-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 28Jul55; KK111676.

Modern, unique, exclusive, Cortril vaginal tablets, therapeutic adjunct for all types of vaginitis ... Code no.H1423-7-5-120M. Pharmaceuticals. Blotter. Appl. author: Paul Klemtner & Co., Inc. © 21Jul55; KK110526.

Modern, unique, exclusive, new therapeutic adjunct in vaginitis. Cortril vaginal tablets. Code no.H1421-7-5-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 27Jul55; KK110522.

Modern, unique, exclusive, stop vulvovaginal itching and inflammation. Cortril vaginal tablets. Code no.H1426-8-5-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 9Aug55; KK110525.

Nasal patency in minutes for hours, for varied allergic conditions. Tyzine. Code no.N2007-6-5-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 20Jun55; KK108814.

Nasal patency in minutes for hours. Tyzine brand of tetrahydrozoline hydrochloride nasal spray. Code no.N2006-6-5-90M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 9Jun55; KK108813.

New dimensions in anti-asthmatic therapy. Sterane. Code no.H1443-9-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 30Aug55; KK110518.

New dimensions in anti-arthritis therapy. Sterane. Code no.H1444-9-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 30Aug55; KK110517.

New dimensions in anti-rheumatic therapy. Sterane. Code no.H1445-8-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 30Aug55; KK110516.

New dimensions in anti-rheumatic therapy. Sterane. Foot. Code no.H1442-9-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 30Aug55; KK110520.

New dosage form specifically designed for infants and children, known nasal patency in minutes for hours, Tyzine ... Code no.N2015-8-5-165M. Card. Appl. author: Paul Klemtner & Co., Inc. © 25Jul55; KK110523.

New for infants and children, known nasal patency in minutes for hours, Tyzine ... pediatric nasal drops. Code no. N2008-6-5-60M. Pharmaceuticals. Card. Appl. author: Paul Klemtner & Co., Inc. © 7Jun55; KK108819.

New form, known advantages, Tyzine ... pediatric nasal drops. Code no. N2005-6-5-90M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 9Jun55; KK108815.

New, known, accepted, pediatric nasal drops, Tyzine. Code no. N2024 10-5 90M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 26Oct55; KK111820.

New pediatric form, known nasal patency in minutes for hours; new Tyzine, pediatric nasal drops. Indications: for infants and children ... Code no. N2010-6-5-155M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 9Jun55; KK108810.

New pediatric form, known nasal patency in minutes for hours; Tyzine, pediatric nasal drops. Especially appropriate ... Code no. N2016-7-5-90M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 13Jul55; KK108807.

New pediatric strength + new dropper + known efficacy = Tyzine pediatric nasal drops. Code no. N2017-9-5-90M. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 16Aug55; KK110524.

Newest anti-rheumatic, Sterane. Most potent ... Code no. H1429-8-5-200M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 3Aug55; KK110521.

Newest highly potent anti-rheumatic, Sterane. Code no. H1411-8-5-165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 26Jul55; KK110515.

Newest, most potent, specific in rheumatoid arthritis, Sterane. Code no. H1458 10-5 165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 6Oct55; KK111817.

Newest pediatric development for nasal decongestion, Tyzine pediatric nasal drops. Code no. N2012-10-5-165M. Soldier's hat. Pharmaceuticals. (In Pediatric news (special ed.), Brooklyn, v.1, no.1) Appl. author: Paul Klemtner & Co., Inc. © 20Sep55; KK110824.

1, 2, 3, 4, 5, 6, count the advantages. Terra-Cortril topical ointment; Terra-Cortril ophthalmic suspension. Code no. H460-9-5-165M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 30Sep55; KK110828.

Reactivation in rheumatoid arthritis. Sterane. Code no. H1483-10-5-165M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 10Nov55; KK111814.

Specifications for a new anti-rheumatic, Sterane. Code no. H1416-7-5-120M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 8Jul55; KK108808.

Sterane tablets. Code no. H1407-7-5-120M. Pharmaceuticals. File card. Appl. author: Paul Klemtner & Co., Inc. © 5Jul55; KK108812.

Stop vulvovaginal distress within hours, Cortril vaginal tablets. Code no. H1462-9-5-165M. Pharmaceuticals. Card. Appl. author: Paul Klemtner & Co., Inc. © 30Sep55; KK110825.

There's no business like nose business for sales and profits. Sterane; Tyzine. Code no. H1427-7-5-11M. Pharmaceuticals. Sheet. Appl. author: Paul Klemtner & Co., Inc. © 27Jul55; KK110519.

To provide extra protection against infection in inflammatory skin disorders ... Terra-Cortril, topical ointment. Code no. H-1392-8-5-165M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 18Jul55; KK110514.

Tyzine pediatric nasal drops. New standard for nasal decongestion ... Known prompt relief ... Code no. N2009-6-5-60M. Pharmaceuticals. File card. Appl. author: Paul Klemtner & Co., Inc. © 14Jun55; KK108816.

Tyzine pediatric nasal drops; examination paper. Code no. N2023 12-5 90M. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © 10Nov55; KK111822.

Tyzine pediatric, nasal drops, nasal decongestant; report card. Code no. N2022-1-6-190M. Pharmaceuticals. Appl. author: Paul Klemtner & Co., Inc. © 31Oct55; KK111821.

When infection is superimposed, Terra Cortril, topical ointment. Code no. H1391-6-5-165M. Pharmaceuticals. Mail folder. Appl. author: Paul Klemtner & Co., Inc. © 27Jun55; KK108811.

When your diagnosis is pinpointed, bronchial asthma. Sterane. Code no. H1456 10-5 165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 6Oct55; KK111818.

When your diagnosis is pinpointed, rheumatoid arthritis. Sterane. Code no. H1455-10-5 165M. Pharmaceuticals. Post card. Appl. author: Paul Klemtner & Co., Inc. © 6Oct55; KK111815.

PHARMA-CRAFT CORP. ©

Your cold develops in 5 stages. Coldene, cough and cold medicine. (In Chicago Sunday tribune, Nov. 27, 1955, pt.1, p.41F) Appl. author: J. Walter Thompson Co. © 27Nov55; KK112310.

PHARMACAL LABORATORIES, INC. ©

How to rub, a new and scientific method of massage. PainGo analgesic rub cream. Label. © 15Jul55; KK108702.

PHILADELPHIA SEED CO., INC. ©

Old English lawn hand book. 6th ed. 30 p. Appl. author: George H. Beans. © 19Sep55; KK110378.

The Old English soil tester. Folder. Appl. author: George H. Beans. © 1Nov55; KK111453.

Purgrain, the sparkling clean pigeon feed. Folder. Appl. author: Joseph B. Hertzfeld. © 19Sep55; KK110190.

PHILIP MORRIS, INC. SEE Morris (Philip) Inc.

PHILLIPS, ALFRED N. ©

Horses, horses, horses. Game. Sheet. © 28Apr55; KK109959.

Planets, the game that is out of this world. National Games. Sheet. © 28Apr55; KK108365.

PHILLIPS, O. W.

Record of car maintenance; 1956 Ford. Annual printed instructions. Pamphlet. © Ollie W. Phillips; 18Nov55; KK112179.

PHOTOLITH ADVERTISING CO. ©

A shoppers guide to Rahway, N. J. Folder. Appl. author: Anthony E. Staab. © 4Nov55; KK112017.

PHYSICIANS LIFE & ACCIDENT CO. OF AMERICA. ©

A new star on the insurance horizon. (In The Houston post, Houston, Tex., July 24, 1955, section 2, p.6) Appl. author: Erle Racey & Associates. © 24Jul55; KK109139.

PIANO ACCESSORY CO.

Tuning protector eliminates seasonal pitch variations. Tunemaster. Blotter. © Fred Stoltz d.b.a. Piano Accessory Co.; 29Aug55; KK109633.

PIC-A-SNAK CORP. ©

Pic-A-Snak. (Pic-A-Snak and design) Meat wrappers & pouches. Label. Appl. author: Henry Costa. © 28Sep55; KK111150.

PICO NOVELTY CO. ©

The snake balloon forms into all kinds of shapes ... 30 ... balloons. Label. © 20Sep55; KK110254.

PICTURE RECORDING CO. ©

Picture record group singing song fest. Label. Appl. author: George Howie. © 10Oct55; KK110688.

PIEL BROS. ©

Why, Hal? Dry, Cal. Piel's light beer. (In Daily news, New York, Aug. 16, 1955, p.29) Appl. author: Young & Rubicam, Inc. © 16Aug55; KK110500.

Why, Hank? Dry, Frank. Piel's light beer. (In Daily news, New York, June 9, 1955, p.49) Appl. author: Young & Rubicam, Inc. © 9Jun55; KK108514.

Why, Jan? Dry, Ann. Piel's light beer. (In Daily news, New York, June 14, 1955, p.35) Appl. author: Young & Rubicam, Inc. © 14Jun55; KK108515.

Why, Sam? Dry, Pam. Piel's light beer. (In Daily news, New York, June 20, 1955, p.33) Appl. author: Young & Rubicam, Inc. © 20Jun55; KK108516.

Why, Tim? Dry, Kim. Piel's light beer. (In Daily news, New York, June 1, 1955, p.47) Appl. author: Young & Rubicam, Inc. © 1Jun55; KK108517.

PIERCE, A. C. & F. E. SEVRENS d.b.a. PRESS-TRIBUNE. SEE Press-Tribune.

PIERMONT, BERNARD. ©

Americas peace trophy patriotic rébus. Patrebus. Coin savings bank. Sheet. © 6Jul55; KK109116.

Rebus, America is champion of world's fundamental peace. Patriotic coin savings bank or other receptacle. Label. © 11Jul55; KK111409.

PILLSBURY MILLS, INC. ©

New, Pillsbury Kit cake, the little cake with a big idea. Cake preparation. (In The Indianapolis news, Oct. 6, 1955, p.28) © 6Oct55; KK112157.

PILLSBURY MILLS, INC. © Cont'd.

Pillsbury Best XXXX Kit cake; chocolate fudge with creamy fudge frosting. 11 oz. net wt. Label. © 7Sep55; KK111121.

Pillsbury Best XXXX Kit cake; golden yellow with creamy fudge frosting. 11 oz. net wt. Label. © 7Sep55; KK111123.

Pillsbury Best XXXX Kit cake; white with creamy fudge frosting. 11 oz. net wt. Label. © 7Sep55; KK111122.

Pillsbury Best XXXX new date bar mix. Net wt. 1 lb., 1 oz. Label. © 8Dec55; KK112674.

Pillsbury chocolate angel food cake mix. 16 oz. net wt. Label. © 1Aug55; KK110787.

Pillsbury, new mix form, pie crust sticks. 9 1/2 oz. net wt. Label. © 22Mar55; KK108319.

PILOT LIFE INSURANCE CO. ©

Charted security service; manual. Appl. author: C. R. Andrews. © 21Sep55; KK111757.

PITTSBURGH COKE & CHEMICAL CO.

Revolutionary new fly killer discovery. Pittsburgh Dipterex - 199. Poster. Appl. author: Fred L. Newmeyer, Jr. © Pittsburgh Coke & Chemical Co., Agricultural Chemicals Division; 5May55; KK108374.

PITTSBURGH PLATE GLASS CO. ©

Design of the month. Folder. July 1955. © 27Jun55; KK108396. Aug. 1955. © 25Jul55; KK109220. Sept. 1955. © 11Aug55; KK109243. Oct. 1955. © 15Sep55; KK110380. Nov. 1955. © 3Nov55; KK111578. Dec. 1955. © 7Dec55; KK112521.

PLASTIC PRODUCTS CORP. ©

Indoors, outdoors, Bo-Kay, fiber glass, flower boxes add beauty to any home. Sheet. Appl. author: Robert Sterling Lee. © 10Oct55; KK110986.

PLASTONE CO., INC. ©

Amazing introductory offer. Free, the world's first streak-proof glass cleaner plus valuable sponge. Special offer: Turtle wax furniture polish ... (In Chicago daily news) © Plastone Co., Inc.; 14Jun55; KK110552.

Introducing three remarkable new automotive products made by the makers of Turtle wax ... (In The Republican, Paoli, Ind.) © 9Aug55; KK109460.

Introducing, two amazing new products made by the makers of Turtle wax, the world's finest auto polish: Turtle wax Hard Shell finish floor wax; Turtle wax 3 minute car wash. (In The Republican, Paoli, Ind., Oct. 4, 1955) © 4Oct55; KK110913.

PLATT & MUNK CO., INC. ©

American picture stick 'em. No.265. Artist: Rachel Taft Dixon. Six books. Label. © 27Jul55; KK110035.

Big box playtime fun. Ten books, box of crayons, jigsaw puzzle ... No.711. Artist: E. Joseph Dreany. Label. © 22Aug55; KK110037.

It's fun to color. No.68B. Art designing & layout of boxtop: Richmond D. Salster; art work: Rachel Taft Dixon & Marjorie Hartwell. Four books. Label. © 25Jul55; KK109811.

My coloring library. No.168. Art work: Mary Kelly, pseud. of Judit Stang. Eight books. Label. © 28Jul55; KK109813.

Pretty pictures to color. No.68A. Art designing & layout of boxtop: Richmond D. Salster; art work: Rachel Taft Dixon & Marjorie Hartwell. Four books. Label. © 25Jul55; KK109812.

Put together pictures to push out. No.264. Designing & layout of boxtop: Richmond D. Salster; art work: Margot Austin. Twelve die-cut pictures. Label. © 29Aug55; KK110036.

Star Junior interlocking puzzles. Hunting dogs. No.155A. Art designing & layout of boxtop: Richmond D. Salster; art work: Wesley Dennis. Label. © 28Jul55; KK109905.

Star Junior interlocking puzzles. Westward ho. No.155C. Art designing & layout of boxtop: Richmond D. Salster; art work: Wesley Dennis. Label. © 28Jul55; KK109903.

Star Junior interlocking puzzles. Wild sheep. No.155D. Art designing & layout of boxtop: Richmond D. Salster; art work: Wesley Dennis. Label. © 28Jul55; KK109904.

Star Junior interlocking puzzles. Wild turkeys. No.155B. Art designing & layout of boxtop: Richmond D. Salster; art work: Wesley Dennis. Label. © 28Jul55; KK109906.

PLEASANT VALLEY WINE CO. ©

For distinctive cocktails ... Millions of readers will see this advertisement. Be ready when they ask for Great Western wines. (In Club management, Oct. 1954, p.50) Appl. author: Rogers & Porter Advertising Agency. © 10Oct54; KK108936.

For distinctive cocktails, try Great Western, American cocktail sherry. (In Sports illustrated, Oct. 4, 1954, p.54) Appl. author: Rogers & Porter Advertising Agency. © 10Oct54; KK108935.

Make any occasion an occasion with Great Western, New York State champagne. (In The Epicure, fall & winter 1954, p.9) Appl. author: Rogers & Porter Advertising Agency. © 8Oct54; KK108932.

Make any occasion an occasion with Great Western, New York State champagne. Millions of readers will see this advertisement. Be ready when they ask for Great Western wines. (In International steward, Sept. 1954, p.27) Appl. author: Rogers & Porter Advertising Agency. © 1Sep54; KK108937.

A most popular guest, Great Western, New York State champagne. (In Bride's magazine, winter 1954, p.190) Appl. author: Rogers & Porter Advertising Agency. © 15Oct54; KK108933.

That touch of greatness by Great Western. (In Gourmet, Oct. 1954) Appl. author: Rogers & Porter. © 10Oct54; KK108934.

PNEUMAN, A. H., Sr.

Derivative art design for sea horse dollar symbol. Aquatic merchandise sales. Sheet. © Arthur H. Pneuman, Sr.; 16Sep55; KK110837.

POLLOCK PAPER CORP. ©

Home pac strawberry ice cream. One half gallon liquid. Label. Appl. author: Lawrence S. Pollock. © 19Jul55; KK109860.

POOLMASTER, INC. ©

Cut pool cleaning time in half, get rid of those pesky leaves with Poolmaster, Hydro-Jet vacuum cleaner. (Endorsed by: Jeri Krandall and 2 others) Folder. © 1Sep55; KK111746.

Cut pool cleaning time in half, get rid of those pesky leaves with Poolmaster, Hydro-Jet vacuum cleaner. (Endorsed by: Mrs. J. D. McPherson and 2 others) Folder. © 1Nov54; KK111747.

PORTABLE ELECTRIC TOOLS, INC. ©

More do-it per dollar. New wall-shop drill and saw kit. (In The Saturday evening post, Apr. 30, 1955, p.125) Appl. author: Frederick J. Wachter. © 30Apr55; KK108640.

More do-it per dollar, for dad. Remember Father's Day, June 19. New wall-shop drill and saw kit. (In The Saturday evening post, June 11, 1955, p.12) Appl. author: Frederick J. Wachter. © 11Jun55; KK108641.

POWERS & PITTINGER. ©

Peppy suggests 7 ways to sound-asleep nights and wide-awake days. Mattresses. Folder. Appl. author: Keeling & Co., Inc. © 25Aug55; KK110179.

POWNALL, WILLIAM L., ROBERT B. SCHMIDT, DON F. DAVIS & KENNETH S. DYER d.b.a. SAV-A-BOND CORP. SEE Sav-A-Bond Corp.

PRATT-LOW PRESERVING CO. ©

1 out of 2 American adults is either a dieter or a calorie counter. Pratt-Low diet-sweet fruits. (In Supermarket news, Nov. 7, 1955, p.16) Appl. author: Corydon Jones. © 7Nov55; KK112327.

PREMIER PEAT MOSS CORP. ©

A new business builder. Sell the new Premier, extra fine, Soil X-pediter, peat humus, nature's compost, the best on earth. (In Garden supply merchandiser, Sept. 1955, p.32) Appl. author: Freiwald & Coleman. © 25Aug55; KK110268.

PRESS-TRIBUNE.

Ad-Venture. Game. (In Press-tribune, Roseville, Calif., Mar. 25, 1955, p.4) Appl. author: F. E. Sevens. © F. E. Sevens & A. C. Pierce d.b.a. Press-Tribune; 25Mar55; KK108360.

PRINCE ICE CREAM CASTLES, INC. ©

Prince Castle banana ice cream. One pint liquid. Label. Appl. author: Reinecke & Associates. © 19Jun55; KK110115.

PROCTER & GAMBLE CO. ©

Almost overnight, these magic words, loose casual, medium, very curly, have changed America's home permanent habits. Lilt. (In Look, Sept. 6, 1955, p.7) Appl. author: Biow-Beirn-Toigo, Inc. © 6Sep55; KK109802.

Ammonia may do for a witches brew, but pretty little girls deserve new Party Curl, the only ammonia free, children's home permanent. Lilt. (In Good housekeeping, Oct. 1955, p.158) Appl. author: Biow-Beirn-Toigo, Inc. © 20Sep55; KK110271.

Ammonia's swell for cleaning windows, but not for mother's little helper. She deserves new Party Curl ... ammonia free home permanent for little girls. (In True confessions, Jan. 1956, p.2) Appl. author: Biow-Beirn-Toigo, Inc. © 6Dec55; KK112392.

Cooking champions say: There never was anything like it before. This fluffy-rich, golden-yellow shortening gives you a new kind of cakes. Golden Fluffo. [Endorsed by] Mrs. Oscar Vik. (In Life, Dec. 5, 1955, p.150) Appl. author: Biow-Beirn-Toigo, Inc. © 1Dec55; KK112285.

Cooking champions say: There never was anything like it before. This fluffy-rich, golden-yellow shortening gives you a new kind of fried foods. [Endorsed by] Mrs. L. B. Edlin. Golden Fluffo. (In Life, Nov. 14, 1955, p.104) Appl. author: Biow-Beirn-Toigo, Inc. © 10Nov55; KK111775.

Cooking champions say: This fluffy-rich, golden-yellow shortening gives you a new kind of cookies, better than you could possibly make before. Golden Fluffo. [Endorsed by] Mrs. Merle E. Seaton. (In Good housekeeping, Dec. 1955, p.4 of cover) Appl. author: Biow-Beirn-Toigo, Inc. © 18Nov55; KK111995.

Cooking champions say: This fluffy-rich yellow shortening really gives a new kind of piecrust. [Endorsed by] Mrs. Paul C. McCleary. Golden Fluffo. (In Good housekeeping, Nov. 1955, p.56) Appl. author: Biow-Beirn-Toigo, Inc. © 18Oct55; KK111264.

Explodes into hot lanolin lather. New Shasta, flowing lotion shampoo ... (In The Evening news, Harrisburg, Pa., Sept. 27, 1955, p.14) Appl. author: Biow-Beirn-Toigo, Inc. © 27Sep55; KK111066.

Famous fast-acting dishwasher, Joy, now the mildest possible detergent you can buy and now in can or bottle. (In Erie, Pa., times, Sept. 18, 1955, graphic weekly section, p.10-E) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 18Sep55; KK110810.

40¢ in Joy coupons free for voting for either the new can or the gay bottle in Joy's Take-Your-Choice election. Liquid detergent. (In Erie, Pa., times, Sept. 29, 1955, p.40) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 29Sep55; KK110811.

The Fryarama showed the whys of good deep frying. Primex, pure vegetable shortening. (In Diner drive-in, Sept. 1955, p.25) Appl. author: Compton Advertising, Inc. © 1Sep55; KK110575.

Gobble, gobble, ammonia is for the birds; pretty little girls deserve new Party Curl, the only ammonia-free children's home permanent. (In True confessions, Nov. 1955, p.10) Appl. author: Biow-Beirn-Toigo, Inc. © 6Oct55; KK110433.

Here's a Christmas project your students will love. Golden Fluffo. Shortening. (In What's new in home economics, Nov. 1955, p.93) Appl. author: Biow-Beirn-Toigo, Inc. © 25Oct55; KK111589.

Here's your once in-a-lifetime chance, don't miss out. Golden Fluffo ... shortening. (In The News & courier, Charleston, S. C., June 30, 1955, p.11-C) Appl. author: Biow-Beirn-Toigo, Inc. © 30Jun55; KK108411.

How to make a new and different kind of pie crust. Procter & Gamble's new golden Fluffo. Shortening. (In What's new in home economics, Oct. 1955, p.12) Appl. author: Biow-Beirn-Toigo, Inc. © 26Sep55; KK111064.

Important milestones in modern medicine ... Now, 1955, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with fluoristan ... (In The Columbus dispatch magazine, Sept. 11, 1955, p.31) Appl. author: Benton & Bowles, Inc. © 11Sep55; KK112355.

It's new, cleans with new wonder power in your washing machine. New, pink Dreft. Detergent. (In Woman's home companion, Sept. 1955, p.28) Appl. author: Betsy Brown. © 18Aug55; KK109662.

Just arrived at your favorite store. The only detergent there that actually bleaches as it washes, new Oxydol ... (In The Denver post, Sept. 18, 1955, Empire magazine section, p.25) Appl. author: Walter Mead. © 18Sep55; KK110650.

Just out. The first detergent in history that bleaches as it washes. Oxydol. (In Empire magazine (Denver post), Oct. 9, 1955, p.37) Appl. author: Walter Mead. © 9Oct55; KK111548.

Mail the label ... we'll pay you 25¢ in cash for trying a 3 lb. can of Procter & Gamble's golden Fluffo. Shortening. (In Chicago daily news, Oct. 6, 1955, p.20) Appl. author: Biow-Beirn-Toigo, Inc. © 6Oct55; KK110939.

Most sensational discovery in 40 years for better baking and frying. First all-new shortening ... Golden Fluffo. Mrs. Wayne Hurst, says ... (In The Houston chronicle rotogravure magazine, June 26, 1955, p.3) Appl. author: Biow-Beirn-Toigo, Inc. © 26Jun55; KK108251.

Never before a detergent like this for special-care washables. New, pink Dreft. cWasher, blanket, sweater, curtains, baby. (In Better homes & gardens, Aug. 1955, p.4 of cover) Appl. author: Betty Brown. © 20Jul55; KK108826.

New and gentlest, too, Party Curl, the first and only ammonia-free home permanent for children. Lilt. (In Parents, Dec. 1955, p.23) Appl. author: Biow-Beirn-Toigo, Inc. © 25Nov55; KK112107.

New, and gentlest, too, Party Curl, the first and only ammonia-free home permanent for children. Lilt. (In True confessions, Dec. 1955, p.12) Appl. author: Biow-Beirn-Toigo, Inc. © 8Nov55; KK111569.

New arrival. Nothing like it ever before, the only detergent that actually bleaches as it washes. Oxydol. (In Empire magazine (The Denver post) Nov. 6, 1955, p.3) Appl. author: Walter Mead. © 6Nov55; KK112381.

New, mildest, longest lasting children's home permanent. Lilt Party Curl. (In True confessions, Sept.

1955, p.13) Appl. author: Biow-Beirn-Toigo, Inc. © 4Aug55; KK109669.

New, the first and only creamy white shortening that you pour. Whirl. (In Cincinnati times-star, Apr. 28, 1955, p.4) Appl. author: Benton & Bowles, Inc. © 28Apr55; KK109128.

New, the first and only creamy white shortening that you pour. Whirl ... (In Springfield news, Apr. 24, 1955, comic section, p.4) Appl. author: Benton & Bowles, Inc. © 24Apr55; KK110424.

New, the first and only creamy white shortening that you pour. Whirl. (In The Columbus dispatch magazine, Apr. 24, 1955, p.29) Appl. author: Benton & Bowles, Inc. © 24Apr55; KK108956.

Now, be a pin-up girl with the pin-up curl. Pin-It ... pin-curl permanent. (In Seventeen, June 1955, p.47) Appl. author: Benton & Bowles, Inc. © 26May55; KK109388.

Now, be a pin-up girl with the pin-up curl. Pin-It, wonderful new, easy-to-do pin curl permanent. [Girl with glass; package of Pin-It] (In Glamour, July 1955, p.6) Appl. author: Benton & Bowles, Inc. © 21Jun55; KK110621.

Now, be a pin-up girl with the pin-up curl. Pin-It, wonderful, new, easy-to-do pin-curl permanent. [Girl with hand to face; color package of Pin-It] (In Seventeen, July 1955, p.2 of cover) Appl. author: Benton & Bowles, Inc. © 17Jun55; KK110622.

Now, be a pin-up girl with the pin-up curl. Pin-It, wonderful, new, easy-to-do pin-curl permanent. In hairdos, today's look is the soft look ... (In Seventeen, Aug. 1, 1955, p.53) Appl. author: Benton & Bowles, Inc. © 29Jul55; KK112356.

Now, be a pin-up girl with the pin-up curl. Pin-It, wonderful, new, easy-to-do pin-curl permanent. New, for today's softer hair ... (In Seventeen, June 1955, p.47) Appl. author: Benton & Bowles, Inc. © 25May55; KK110427.

Now, be a pin-up girl with the pin-up curl. Pin-It, wonderful, new, easy-to-do pin curl permanent. Perfect for new, softer hair styles ... (In Seventeen, Apr. 1955, p.53) Appl. author: Benton & Bowles, Inc. © 28Mar55; KK110420.

Procter & Gamble announces a completely new kind of shortening ... Golden-yellow Fluffo ... (In Elizabeth daily journal, Elizabeth, N. J., Sept. 8, 1955, p.17) Appl. author: Biow-Beirn-Toigo, Inc. © 8Sep55; KK110008.

Procter & Gamble announces a completely new kind of shortening ... Golden-yellow Fluffo. (In The New York journal American, Sept. 8, 1955, p.32) Appl. author: Biow-Beirn-Toigo, Inc. © 8Sep55; KK109820.

Southern cooking champions say: No biscuits ever tasted so good. This fluffy-rich, golden-yellow shortening gives you a new kind of hot biscuits. [Endorsed by] Mrs. Frank Aste. Golden Fluffo.

PROCTER & GAMBLE CO. © Cont'd.

(In Richmond times-dispatch, Nov. 20, 1955, comic section, pt.1, last p.) Appl. author: Biow-Beirn-Toigo, Inc. © 20Nov55; KK112095.

Special Fluffo offer, the coupon on the label lets you save 20¢ on your next 3 lb. can of Fluffo. Shortening. (In The Denver post, Oct. 27, 1955, p.43) Appl. author: Biow-Beirn-Toigo, Inc. © 27Oct55; KK111445.

Take a new look at whiteness. New Oxydol ... Detergent. (In Grit (Williamsport, Pa. ed.), Aug. 14, 1955, social & women's section, p.7) Appl. author: Walter Mead. © 14Aug55; KK109821.

Take a new look at whiteness. Oxydol, new washday detergent ... Little girl in man's shirt. (In The Farmer, July 2, 1955, p.25) Appl. author: Walter Mead. © 2Jul55; KK108825.

Take a new look at whiteness, matey. Oxydol, new washday detergent ... (In Grit, Williamsport, Pa. ed., July 24, 1955, social and women's section, p.3) Appl. author: Walter Mead. © 24Jul55; KK109196.

Teaching good cake techniques is simpler, clearer when you use Golden Fluffo. Shortening. (In What's new in home economics, Dec. 1955, p.8) Appl. author: Biow-Beirn-Toigo, Inc. © 25Nov55; KK112533.

Why Procter & Gamble's new golden-yellow Fluffo gives you a new kind of cooking results. Shortening. (In What's new in home economics, Oct. 1955, p.8) Appl. author: Biow-Beirn-Toigo, Inc. © 26Sep55; KK111065.

With coupon below 15¢ off, 3 lb. can of Procter & Gamble's, new, Golden Fluffo. Shortening. (In The Houston chronicle, Houston, Tex., Aug. 3, 1955, p.11) Appl. author: Biow-Beirn-Toigo, Inc. © 3Aug55; KK109494.

You've heard about it, try it now, free ... Fluffo. Shortening. (In What's new in home economics, Sept. 1955, p.36 & 57) Appl. author: Biow-Beirn-Toigo, Inc. © 30Aug55; KK110109.

Zest, deodorant beauty bar. Soap. Label. © Procter & Gamble Co.; 2Nov55; KK112361.

PRODUCTION & MARKETING CO., INC. ©

Promark anagrams. Label. Appl. authors: Ebehard von Jarochowski & W. C. Sidenius. © 15May55; KK108254.

PROSPERITY CO., INC. ©

First really big improvement since Prosperity air-operation, new Prosperity Ezds. Laundry machinery. (In The National cleaner & dyer, July 1955, p.26-27) Appl. author: Syracuse Advertising. © 15Jul55; KK109374.

Prosperity's modernized Ezds. Laundry machinery. Folder. Appl. author: Syracuse Advertising. © 26Sep55; KK110488.

PROTYPE, INC. ©

Simplicity is the keynote in design and construction. Photographic lettering machine. Sheet. © 22Sep55; KK110858.

PROVEN ENTERPRISES.

Flame-Less fireproofing [compound] 1 lb. net. Label. © George X. Walton t.a. Proven Enterprises; 18Jun55; KK111154.

PUERTO RICO.

As close to paradise as man will ever see. Travel advertising. (In The New Yorker, Nov. 12, 1955, p.118-119) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 12Nov55; KK112532.

Best Friend: Pardon curiosity. Different drink. What it is? Don Q, Puerto Rican rum. (In The New Yorker, June 25, 1955, p.10) Appl. author: Ogilvy, Benson & Mather. © Commonwealth of Puerto Rico (in notice: Rum Promotion Div., Economic Development Administration, Commonwealth of Puerto Rico); 25Jun55; KK108521.

Falling in love again with old San Juan. Travel advertising. (In The New Yorker, Aug. 27, 1955, p.52-53) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 27Aug55; KK111809.

Rum-on-rocks. Ron Carioca, Puerto Rican rum. (In The New York times, May 27, 1955, p.24) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico (in notice: Rum Promotion Div., Economic Development Administration, Commonwealth of Puerto Rico); 27May55; KK109303.

Suddenly everybody's going to Puerto Rico. Travel advertising. (In The New Yorker, Oct. 8, 1955, p.166-167) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 8Oct55; KK111811.

You can live like this in Puerto Rico. Travel advertising. (In The New Yorker, Dec. 3, 1955, p.64-65) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 3Dec55; KK112531.

PULLMAN CO. ©

Behind that Pullman ticket is more than just a ride. Transportation. (In The Ticket agent) Appl. author: George Drake. © 1Jul55; KK111223.

The boss says he never takes a vacation, but I know he does. Transportation. (In Time, Apr. 25, 1955, p.63) Appl. author: George Drake. © 25Apr55; KK110326.

Every American youngster should see the wonders of this great land through Pullman windows ... Transportation. (In Life) Appl. author: George Drake. © 13Jun55; KK112557.

I feel like telling the boss: Next trip, take the pressure off, relax in the ease and comfort of Pullman. Transportation. (In Newsweek) Appl. author: George Drake. © 9May55; KK110327.

I give myself a little extra vacation. Transportation. (In Time, Nov. 21, 1955, p.44) Appl. author: George Drake. © 21Nov55; KK112403.

I got an extra three weeks' vacation last year. Transportation. (In Time, July 18, 1955) Appl. author: George Drake. © 18Jul55; KK110328.

I'm an energy miser. Transportation. (In Time, Sept. 19, 1955, p.64) Appl. author: George Drake. © 19Sep55; KK110797.

An invitation from Pullman to you and thousands of American families. Transportation. (In Look) Appl. author: George Drake. © 12Jul55; KK110330.

One of the good things of life any American family can enjoy. Transportation. (In Life) Appl. author: George Drake. © 15Aug55; KK112614.

A pleasure everybody can afford, travel by Pullman. (In Better homes & gardens, Oct. 1955, p.217) Appl. author: George Drake. © 10Oct55; KK112467.

6 reasons why everybody likes to travel by Pullman. (In Life) Appl. author: George Drake. © 7Nov55; KK111989.

Sometimes it pays to be forgetful. Transportation. (In U. S. news & world report, Aug. 5, 1955, p.78) Appl. author: George Drake. © 5Aug55; KK110331.

You sell far more than a ticket when you sell Pullman. Transportation. (In The Ticket agent, Mar.-Apr. 1955, p.4-5) Appl. author: George Drake. © 1Mar55; KK111224.

Your family will bless you for a vacation trip by Pullman; the youngsters love the scenery, mother loves to be waited on, you will be sure you are all safe. (In Life) Appl. author: George Drake. © 9May55; KK110329.

PURE OIL CO. ©

Our America. Calendar. Appl. author: M. Martin Johnson. © 8Oct55; KK111501.

PUREX CORP., LTD. ©

I will buy your first bottle of Purex, free. Endorsed by: Nancy Sasser. Laundry bleach. Appl. author: McCann-Erickson, Inc. © 12May55; KK109035.

Old Dutch cleanser, chases grease and grime. Net weight 14 ozs. Label. © 19Jul55; KK109045.

Purex Corporation announces most exciting new TV show of the season, The Big Surprise ... Don and Lois Wilson. Old Dutch cleanser, Trend detergent & Purex bleach. (In Chain store age (Grocery executives ed.), Nov. 1955, p.49) Appl. author: Foote, Cone & Belding. © 30Oct55; KK111903.

This is the brand the smart girls buy. Introductory 1¢ sale. Trend. Detergent. (In The American weekly (Syracuse herald American), June 5, 1955, p.30) Appl. author: Foote, Cone & Belding. © 5Jun55; KK108711.

This is the brand the smart girls buy. 2 large packages only 39¢. Trend. Detergent. (In The Courier-journal magazine, May 29, 1955, p.33) Appl. author: Foote, Cone & Belding. © 29May55; KK108710.

Trend is my favorite budget stretch-er. B&W; woman holding budget book; can & packages of Trend Detergent. (In The Dakota farmer, Aug. 6, 1955, p.41) Appl. author: Foote, Cone & Belding. © 6Aug55; KK109473.

Trend is my favorite budget stretch-er. [Color ad; woman holding budget book; can & packages of Trend] Detergent. (In The American weekly, July 17, 1955, p.22) Appl. author: Foote, Cone & Belding. © 17Jul55; KK110006.

Trend is my favorite budget stretch-er. [Color ad; woman holding budget book; can & packages of Trend] Detergent. (In Toledo blade pictorial, July 17, 1955, p.8) Appl. author: Foote, Cone & Belding. © 17Jul55; KK109472.

Trend is the brand the smart girls buy. [Color ad; woman holding money over piggy bank; cans & packages of Trend] Detergent. (In Family weekly magazine (the Concord tribune), Sept. 4, 1955, p.11) Appl. author: Foote, Cone & Belding. © 4Sep55; KK110208.

PURULATOR PRODUCTS, INC. ©
Just as much grit gets into your car engine. Purulator oil filter. (In The Saturday evening post, Nov. 19, 1955, p.89) Appl. author: J. Walter Thompson Co. © 16Nov55; KK112538.

Lee Petty, ace stock car driver, says: This stuff can ruin your car engine. Purulator oil filters. (In Popular science, Dec. 1955, p.238) Appl. author: J. Walter Thompson Co. © 1Dec55; KK112542.

This stuff can murder your car engine, says Fonty Flock ... Purulator oil filter. (In Collier's, Oct. 28, 1955, p.58) Appl. author: J. Walter Thompson Co. © 13Oct55; KK111296.

Your car engine may get even more dirt damage. Purulator oil filter. [Endorsed by] Fonty Flock. (In The Saturday evening post, Oct. 8, 1955, p.46) Appl. author: J. Walter Thompson Co. © 5Oct55; KK111295.

Your car engine risks the same dirt damage ... Purulator, America's no.1 oil filter. (In The Saturday evening post, Sept. 17, 1955, p.115) Appl. author: J. Walter Thompson Co. © 14Sep55; KK110241.

Your car engine risks the same dirt damage. Purulator oil filter. [Endorsed by] Lee Petty. (In The Saturday evening post, Sept. 17, 1955, p.115) Appl. author: J. Walter Thompson Co. © 14Sep55; KK111294.

PURVIS, W. R. ©
Deupree cartridge loading grease gun, model 16 GG-1000. Operating instructions and parts list. Sheet. © 28Oct55; KK111426.

PYRAMID DISPLAYS. ©
Bright day-glo signs for cleaners & tailors. Folder. Appl. author: Alvin R. Rigg. © 5Jun53; KK108944.

PYRAMID RUBBER CO. ©
Evenflo nylon unbreakable bottle. Label. Appl. author: John Beaufort Barrett. © 26Oct55; KK111429.

Evenflo Pyralene brand super-plastic unbreakable bottle. Label. Appl. author: John Beaufort Barrett. © 26Aug55; KK110001.

Evenflo Pyramid brand super plastic unbreakable bottle. Label. Appl. author: John Beaufort Barrett. © 14Oct55; KK111158.

Evenflo Super-Pyralene brand unbreakable plastic bottle. Label. Appl. author: John Beaufort Barrett. © 26Aug55; KK110000.

Q

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Better bread in all ways. Stroehmann's ... Sunbeam enriched bread. Building blocks for better health. Man and boy eating sandwich. © 19May55; KK109491.

Busy folks eat energy packed Sunbeam enriched bread. [Girl talking into two phones] Streamer. © 1Sep54; KK108750.

Get Sunbeam energy. Sunbeam enriched bread ... [Small girl in sailor-collar dress aboard yacht] Poster. © 1Jul55; KK108657.

Get that Sunbeam energy. Sunbeam enriched bread ... [Small girl with slice of bread sliding down banister] Poster. © 1Apr55; KK108656.

Go, go, go, get energy packed Sunbeam enriched bread. [Girl cheering] Streamer. © 1Nov54; KK108749.

Good morning, eat energy packed Smith's Sunbeam enriched bread. [Breakfast scene; girl with toast] Streamer. © 1Mar55; KK108751.

Keeps 'em on the go. Sunbeam energy enriched bread. Sunbeam wearing coonskin cap. Streamer. © 1Sep55; KK111455.

Miss Sunbeam invites you to try these wife saver tips. Sunbeam enriched bread. © 17Oct55; KK111265.

My Sunbeam enriched bread. Compare new, batter whipped Sunbeam. Weight 1 lb. Label. © 11Apr55; KK111484.

Sunbeam, energy first, enriched bread. Man with sandwich. [Signed] Howard Scott. Poster. © 2Aug55; KK109492.

Taste, test, compare. Stroehmann's ... Sunbeam enriched bread. Building blocks for better health. Lady eating slice of bread. © 2Jun55; KK109490.

QUALITY BAKERS OF AMERICA, INC. ©
Compare heavenly new Sunbeam bread, it's batter whipped. (In The News, Newport, R. I., May 12, 1955, p.7) © 12May55; KK111482.

More great news for you about Sunbeam. Batter-whipped Sunbeam wins bread competition. (In The News, Newport, R. I., May 2, 1955, p.18) © 2May55; KK111481.

Why pay for holes in bread? New Sunbeam is batter whipped for perfect texture. (In Taunton daily gazette, June 13, 1955, p.5) © 13Jun55; KK111752.

QUI VIVE MANUFACTURING CO.
Ultra-modern Qui Vive, nine-in-one magic head wear, for comfort from rain and sun, for play and fun. Label. © Wlodzimierz Schoen-Wolski d.b.a. Qui Vive Manufacturing Co.; 15Oct55; KK111862.

QUICK CHEMICAL CORP. ©
Bug-bomb ... Quick-Way brand. Net contents by wt. 12 ounces. Insecticide. Label. Appl. author: Arvid Casler. © 24Jun55; KK109272.

Chlordane with pyrethrins insect killer, Quick-Way brand. Net contents one pint liquid. Label. Appl. author: Arvid Casler. © 16Mar55; KK109276.

Insect repellent, Quick-Way brand. Net weight 6 ounces. Label. Appl. author: Arvid Casler. © 16Feb55; KK109275.

Insect spray, chlordane with pyrethrins, Quick-Way brand. Net contents 11 ounces. Label. Appl. author: Arvid Casler. © 16Mar55; KK109270.

Moth proof, Quick-Way brand. Net contents by wt. 12 ounces. Insecticide. Label. Appl. author: Arvid Casler. © 16Feb55; KK109271.

Pine odor, glycolized deodorant, Quick-Way brand room deodorant. Net contents by wt. 12 ounces. Label. Appl. author: Arvid Casler. © 16Feb55; KK109269.

Quick-Way brand garbage can deodorizer. Net contents by weight 12 oz. Label. Appl. author: Fred Spencer. © 30Sep55; KK112492.

Quick-Way brand, guaranteed water-proof, new adhesive spray, It Stix. Net contents 11 oz. Label. Appl. author: Fred Spencer. © 8Jul55; KK112493.

Quick-Way brand insect spray, 3 0/0 D. D. T. Net contents 12 ounces. Label. Appl. author: Arvid Casler. © 16Feb55; KK109745.

Quick-Way brand outdoor mosquito spray. Net contents one pint liquid. Label. Appl. author: Arvid Casler. © 8Jul55; KK112818.

Roach and ant killer, contains chlordane, Quick-Way brand. Residual surface spray. Contents 12 oz. Label. Appl. author: Arvid Casler. © 16Feb55; KK109273.

Rose and plant insect spray, Quick-Way brand. Contents 10 oz. Label. Appl. author: Arvid Casler. © 16Feb55; KK109274.

R

RALS LABORATORIES. ©
Surg-eo-Sil for surgical, dental, laboratory and other instruments & equipment. 12 oz. avoirdupois. Coating & lubricant. Label. Appl. author: Lewis C. Nehamkin. © 17May55; KK111579.

RALSTON PURINA CO. ©
Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Dog & box of new Purina dog chow] (In Arkansas democrat, Oct. 27, 1955, p.32) Appl. author: Dean Pennington. © 27Oct55; KK112500.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Dog watching as boy pours new Purina dog chow into bowl] (In Rochester times-union, Nov. 3, 1955, p.47) Appl. author: Dean Pennington. © 3Nov55; KK112970.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Grocer scene; large dog on back of station wagon, nose toward Purina on top of one bag] New Purina dog chow. (In Rochester times-union, Oct. 13, 1955, p.48) Appl. author: Dean Pennington. © 13Oct55; KK112937.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Grocer scene; large dog on back of station wagon, nose toward Purina on top of one bag] New Purina dog chow. (In Times-news, Twin Falls, Idaho, Nov. 17, 1955, p.29) Appl. author: Dean Pennington. © 17Nov55; KK112470.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Kennel scene; man holding Purina & feeding pack of dogs] New Purina dog chow. (In Times-news, Twin Falls,

RALSTON PURINA CO. © Cont'd.

Idaho, Nov. 10, 1955, p.16)
Appl. author: Dean Pennington.
© 10Nov55; KK112476.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Kitchen scene; woman leaning with dish toward leaping dog] New Purina dog chow. (In Democrat & chronicle, Rochester, N. Y., Oct. 21, 1955, p.6) Appl. author: Dean Pennington.
© 21Oct55; KK112952.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. New Purina dog chow. [Small girl watching puppies feed] (In Ogden standard-examiner, Nov. 17, 1955, p.4B) Appl. author: Dean Pennington.
© 17Nov55; KK112499.

RAMPOW WORM FARM.

Rampow fishing worms, worms with a personality fish like. Label.
© Allison Powell Shoemaker, Jr. d.b.a. Rampow Worm Farm; 10Oct55; KK111493.

RAMSEY CORP. ©

As never before, your profit future in piston rings depends on engineering. Ramco automotive piston rings. (In Jobber topics, Nov. 1955, p.253-256) Appl. author: Van Auker, Ragland & Stevens.
© 15Nov55; KK112185.

Engineering leadership in every box. Duomatic C-9; 10 Up Ramco piston rings. (In Motor age, Sept. 1955, p.3 of cover) Appl. author: Van Auker, Ragland & Stevens.
© 5Sep55; KK111845.

Engineering leadership in every set assures you of doing every job right every time. Ramco piston rings: 10 Up, C-9 & RTC. (In Motor age, Aug. 1955, p.3 of cover) Appl. author: Van Auker, Ragland & Stevens. © 5Aug55; KK110973.

Extra dividend in every box. Ramco piston rings: C9, 10 Up & RTC. (In Motor age, July 1955, p.3 of cover) Appl. author: Van Auker, Ragland & Stevens. © 5Jul55; KK110974.

2 profit making exclusives: Duomatic C-9; Double Life 10 Up. Ramco piston rings. (In Motor age, June 1955, p.3 of cover) Appl. author: Van Auker, Ragland & Stevens. © 5Jun55; KK109001.

RANGER-DICKENS CORP. ©

Spin-It. Use [to] clean paint rollers, mix paint. Tool. Display card. © 15Nov55; KK112680.

RANGO, CARL. ©

Barbecue spare ribs. Net weight 15 oz. Label. © 30Jul55; KK109597.

Lobster ala Newburgh. Net weight 15 oz. Label. © 30Jul55; KK109596.

RAUBOLT, J. L.

Eureka hair formula. Contains six fluid ounces. Pharmaceutical. Label. © James Linton Raubolt; 7Jun55; KK108338.

RAUL, ARLAN M. & YALE B. RAUL d.b.a. RAWLS DISTRIBUTING CO. SEE Rawls Distributing Co.

RAUL, YALE B. & ARLAN M. RAUL d.b.a. RAWLS DISTRIBUTING CO. SEE Rawls Distributing Co.

RAWLS DISTRIBUTING CO.

Lilli-Dell, the finest in hosiery from coast to coast. Label.

© Arlan M. Raul & Yale B. Raul d.b.a. Rawls Distributing Co.; 12Aug55; KK109920.

REARDON CO. ©

Stop dampness, start living in your basement, use new Bondex cement paint to change damp basements into dry and cheerful living room. Basement scene. (In Better homes & gardens, May 1954, p.196) Appl. author: D'Arcy Advertising Co.
© 20Apr54; KK111561.

RECO SALES & ENGINEERING CORP. ©

Sectional coolers, freezers ... Reco-Fab frosti-vaults. Catalogue no.10103. Folder. Appl. author: Murray I. Weissman. © 3Jun55; KK108286.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co.

REDLICK-NEWMAN CO. d.b.a. REDLICKS. SEE Redlicks.

REDLICKS.

4 style tested room groups ... Redlicks homemakers budget plan helps you furnish your home completely ... (In San Francisco examiner, July 17, 1955, p.17) © Redlick-Newman Co. d.b.a. Redlicks; 17Jul55; KK108858.

REED, ROBERT T. d.b.a. J & R PRODUCTS CO. SEE J & R Products Co.

REED & BARTON.

Free, to high school seniors: Win a set of Reed & Barton sterling. (In Seventeen, May 1955, p.16-17) Appl. author: Ogilvy, Benson & Mather, Inc. © Reed & Barton Silversmiths (in notice: Reed & Barton); 1May55; KK112147.

REGAL. ©

Acquire an authentic brogue for only \$10.95. Shoes. (In Buffalo evening news, Oct. 4, 1955, section 1, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 4Oct55; KK111096.

Coming to 1345 F St., N. W., corner 14th, today. Shoes. (In The Washington post & times herald, Washington, D. C., Sept. 29, 1955, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep55; KK111092.

Coming to 368 Main St., corner of Eagle, tomorrow. Shoes. (In Buffalo evening news, Sept. 21, 1955, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 21Sep55; KK111093.

Like money in the bank. Regal shoes at only \$10.95. (In The New York times, Oct. 18, 1955, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 18Oct55; KK111398.

No daddy's Christmas is complete without a pair of slippers. (In Daily news, New York, Dec. 13, 1955, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 3Dec55; KK112746.

Our ripple pump is causing quite a stir. Regal Coronets. Shoes. (In Daily news, Oct. 11, 1955, Brooklyn section, p.18B) Appl. author: Doyle Dane Bernbach, Inc. © 11Oct55; KK111095.

Over 2,000,000 pairs of this shoe have been sold ... Regal Corona. (In The New York times, Nov. 1, 1955, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov55; KK111906.

Regal now offers the Continental look in 30 styles. Shoes. (In The Houston chronicle, Sept. 13,

1955, section A, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 13Sep55; KK111400.

Say merry Christmas to your own two feet. Shoes. (In Daily news, New York, Dec. 6, 1955, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec55; KK112747.

Wear moonlight in the daytime with lustre calf. Regal Coronets. Shoes. (In Daily news (Queens-Long Island section), Sept. 13, 1955, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 13Sep55; KK110842.

REGINALD H. HOLLAND, INC. SEE Holland (Reginald H.) Inc.

REID METAL PARTS CO. ©

The Reid automatic irreversible lock, the first efficient ... lock for aircraft and industry. Folder. Appl. author: Clifford B. Prodder. © 31May55; KK108285.

REINECKE, EDWIN.

Handbook: cross connection control. SEE Febco, Inc.

RENE PRODUCTS, INC. ©

Rene auto cleaner removes tree sap, bugs, road scum. Contents one U. S. pint. Label. Appl. author: Louis Herman. © 21Oct55; KK112452.

REO DIVISION, MOTOR WHEEL CORP. SEE Motor Wheel Corp.

REPLAND, LUIS d.b.a. MOUNTAIN KING PACKERS. SEE Mountain King Packers.

REPUBLIC MOLDING CORP. ©

Polly Flex, the greatest name in plastics, Roto Crusher. Miss Polly Flex says ... Stock no.105. Size 5 x 11 x 1. Food containers. Label. Appl. author: Milprint, Inc. © 9Jul54; KK112811.

Polly-Flex, the greatest name in plastics, Roto Tray. Miss Polly Flex says ... Stock no.100. cSize: 4 3/8 x 11 x 1 1/2. Food containers. Label. Appl. author: Milprint, Inc. © 4Aug54; KK112812.

REVCO. ©

A new, exciting kitchen idea; Revco Bilt-In refrigerator and freezer. Select the color of your choice ... (In House beautiful, Oct. 1955) Appl. author: Fuller & Smith & Ross, Inc. © 20Sep55; KK112383.

A new, exciting kitchen idea; Revco built in refrigerator and freezer. Your choice of finish. (In House & home, Oct. 1955, p.233) Appl. author: Fuller & Smith & Ross, Inc. © 26Sep55; KK112382.

REVON PRODUCTS CORP. ©

Cherries a la Mode, a simply delicious cherry red for lips and matching fingertips. Cosmetics. (In Look, Nov. 15, 1955) Appl. author: Norman, Craig & Kummel, Inc. © 10Nov55; KK112620.

Don't let your youth evaporate ... Revlon Moon Drops ... feeds back into your skin the moisture of youth. Cosmetic. (In Vogue, Feb. 15, 1955, p.13) Appl. author: C. J. La Roche & Co. © 15Feb55; KK110617.

Don't say we didn't tell you. Revlon's great new twenty-four-hour-type Living lipstick is going to create a landslide of sales. (In Modern beauty shop, Sept. 1955, p.12-13) Appl. author: Norman, Craig & Kummel, Inc. © 25Aug55; KK111697.

Even in the dark, he'll know it's you. Intimate ... eau de parfum, by Revlon, Inc. (In San Antonio light, Dec. 5, 1955, p.27) Appl. author: C. J. La Roche & Co. © Revlon, Inc.; 5Dec55; KK112501.

Even in the dark, he'll know it's you. It's a fragrance story to intrigue every woman. Intimate, eau de parfum, by Revlon ... (In Modern beauty shop, Oct. 1955, p.52-53) Appl. author: C. J. La Roche & Co. © 25Sep55; KK110616.

Extra satisfaction for your customers, but no extra work for you. Satin-Set hair spray. (In American hairdresser & beauty culture, July 1955, p.4-5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jun55; KK108585.

Here's a gentle liquid makeup so good for your skin, you won't want to be without it, even while you sleep. Revlon's new Touch-and-Glow ... (In New Yorker, Sept. 3, 1955) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep55; KK111698.

Here's the spray that ended nightly pin-ups and only Revlon has it. Satin-Set, the pin-curl spray-set. (In Life, Nov. 21, 1955, p.126-127) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov55; KK112851.

In just 5 extra seconds, set pin-curls that last twice as long. New Revlon Satin-Set. (In Good housekeeping, Aug. 1955, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jul55; KK112850.

In just 5 extra seconds you can set pin-curls that last twice as long. New, Revlon Satin-Set. (In Life, June 6, 1955, p.10-11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Jun55; KK108584.

Look morning-lovely all day long. Revlon Love-Pat, compact makeup with lanolite. (In Vogue, Oct. 1, 1955, p.17) Appl. author: C. J. La Roche & Co. Advertising. © 10Oct55; KK111669.

My face never felt so clean. My skin never looked so clear ... Revlon's new Clean and Clear, the deep cleansing liquid. (In Syracuse post-standard pictorial, Nov. 13, 1955, p.16) Appl. author: C. J. La Roche & Co. © 13Nov55; KK112031.

New lanolite Love-Pat compact makeup, jeweler's compact, eye-catching, sales catching. (In Chain store age, June 1955, toilet goods sales manual section, p.6) Appl. author: C. J. La Roche & Co. © 10Jun55; KK110131.

New lanolite Love-Pat, now in new jeweler's compact, eye-catching, sales catching. Cosmetic. (In American hairdresser & beauty culture, May 1955, p.16-17) Appl. author: C. J. La Roche & Co. © 22Apr55; KK110130.

New war-proved healing agent heals chapped skin up to 3 times faster, only in Revlon Aquamarine lotion, the luxury hand and body lotion. (In Ladies' home journal, Apr. 1955, p.105) Appl. author: C. J. La Roche & Co., Inc. © 31Mar55; KK110133.

No loose powder, no pressed powder can give you this look. Only Revlon Lanolite Love-Pat. (In Boston Sunday globe, pictorial

magazine, Mar. 20, 1955, p.21) Appl. author: C. J. La Roche & Co., Inc. © 20Mar55; KK109428.

Now, no more nightly pin-ups. New Revlon Satin-Set, it's the one and only pin-curl spray-set. (In Charm, Aug. 1955, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jul55; KK110774.

Now, no more nightly pin-ups, in 5 extra seconds, set pin-curls that last twice as long. New Revlon Satin-Set. (In The New York times, Nov. 6, 1955, p.120) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Nov55; KK112852.

Now, you can keep lasting, luscious color on your lips, morning, noon and night without drying your lips. Here's the first beauty-cream lipstick, it's Revlon's new lanolite lipstick. (In Seventeen, May 1955, p.14-15) Appl. author: Norman, Craig & Kummel, Inc. © 1May55; KK111672.

Statement by Revlon concerning Satin-Set pin-curl lotion-spray. (In Modern beauty shop, June 1955, p.89) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25May55; KK108583.

Stop kidding yourself, cosmetic lotions can't heal rough, red, hurt hands ... Revlon medicated Silicare with new Tri-Derm, protective lotion ... (In Life, Nov. 7, 1955, p.63) Appl. author: Norman, Craig & Kummel, Inc. © 4Nov55; KK112611.

This is Revlon lanolite Love-Pat, the great new compact makeup that won't get orange-y, won't streak, or cake ... (In Harper's bazaar, June 1955, p.11) Appl. author: C. J. La Roche & Co. © 1Jun55; KK109836.

You don't tell your age, why show it? After 25, your skin loses youth's moisture more quickly than nature can replenish it, Revlon Moon Drops ... feeds back into your skin the moisture of youth. Cosmetic. (In McCall's, Oct. 1955, p.11) Appl. author: C. J. La Roche & Co. © 20Sep55; KK110615.

Your chapped, even cracked hands, now see them heal, feel them heal with new war-proved healing agent. Aquamarine lotion. (In McCall's, Feb. 1955, p.13) Appl. author: C. J. La Roche & Co. © 20Jan55; KK111668.

REX LIQUORS. ©

Here's your guarantee of lowest prices in town. Multi-Discount plan. (In The Washington post & times herald, June 16, 1955, p.8) Appl. author: Emanuel Levine. © 16Jun55; KK108352.

REYNOLDS MANUFACTURING CO. ©

Reyco single axle suspensions. Sheet. © 1Aug55; KK110675.

Reyco, the new 21 Challenger series tandem and single axle suspensions, distributors' price list. Bulletin T-185. Effective 5-2-55. Sheet. Appl. author: George T. Fox. © 2May55; KK108377.

Reyco 21 challenger suspension series for trucks ... tractors ... trailers. 12 p. © 25Oct55; KK111835.

REYNOLDS METALS CO. ©

Buffet table. Reynolds Do-It-Yourself plan no.125. Aluminum. Folder. Appl. author: John H. Fox. © 7Jun55 (in notice: 1954); KK110403.

Christmas ideas. Reynolds Do-It-Yourself plan no.118. Aluminum. Folder. Appl. author: John H. Fox. © 22Aug55; KK110402.

RICE, A. FORD & ALBERT E. RICE d.b.a. RICE CASTERS & RICE CASTER CO. SEE Rice Casters.

RICE, ALBERT E. & A. FORD RICE d.b.a. RICE CASTERS & RICE CASTER CO. SEE Rice Casters.

RICE, H. C. Neo Stresamin. Contains 100 tablets. Vitamin. Label. © Harry Curtis Rice; 18Sep55; KK110817.

RICE CASTER CO. SEE Rice Casters.

RICE CASTERS.

Rice caster guide and price list, no.55. July 12, 1955. Sheet. © Albert E. Rice & A. Ford Rice d.b.a. Rice Casters & Rice Caster Co.; 1Aug55; KK110097.

RICE'S BAKERY CO. ©

Rice's proudly presents a wonderful new taste treat, Royal danish pastry. Folder. Appl. author: Nyburg Advertising, Inc. © 21Nov55; KK112018.

RICH PLAN CORP. ©

This is the life, the Rich Plan way. Food. (In Life, May 3, 1954, p.138) © 3May54; KK111837.

RICHMOND, M. K.

Home owners used to ... Doorcking, radio-controlled garage doors. (In Pacific Palisades post, Sept. 15, 1955, p.9) © Moscow K. Richmond; 15Sep55; KK111196.

RIEPE, RONALD C. d.b.a. OUT-O-MATIC FIRE EXTINGUISHER CO. SEE Out-O-Matic Fire Extinguisher Co.

RIKER LABORATORIES, INC. ©

Riker products in the management of hypertension. Pharmaceuticals. 31 p. Appl. author: Harold Laufman. © 4Aug55; KK111225.

RILCO LAMINATED PRODUCTS, INC. ©

Rilco type 50 utility rafters ... for many farm buildings. Folder. Appl. author: Charles W. Masterman. © 15May55; KK109036.

RITTER (P. J.) CO. d.b.a. RITTER. SEE Ritter.

RITTER.

Mr. Zing says: Don't get into a stew because the flavor's flat; Ritter de luxe tomato ketchup is all you need for that. Appl. author: Duane Jones. © P. J. Ritter Co. d.b.a. Ritter; 18Jan55; KK108541.

Mr. Zing says: When it's time to rise and shine, eggs up with Ritter de luxe tomato ketchup sure taste fine. Appl. author: Duane Jones. © P. J. Ritter Co. d.b.a. Ritter; 18Jan55; KK108540.

RIVERSIDE ICE CO. ©

Polar Party-Pak, factory processed and sealed, hard frozen, sized, taste free, ice ... Minimum weight 10 lbs. Label. Appl. author: O. T. Clark, Jr. © 1Jan55; KK111250.

ROBBIN PRODUCTS. ©

Color for less than the cost of white. (54-pc. Cannon rainbow colored sheet and towel ensemble) Ad mat no.522. Sheet. Appl. author: Meyer Robbin. © 23Sep55; KK112112.

Free flash camera given to the first 100 lucky customers to introduce this 17 jewel Ruff & Tuff, 100% waterproof watch. Ad mat no.607-A. Sheet. Appl. author: Meyer Robbin. © 14Jul55; KK112507.

ROBBIN PRODUCTS. © Cont'd.

Free, men's 2-suiters ... To introduce this 17 jewel Ruff & Tuff, 100 % waterproof watch. Ad mat no. 684. Sheet. Appl. author: Meyer Robbin. © 16Jun55; KK112117.

Hair cuts 1¢ each, 6 piece all new, streamlined electric home barber set. (Home electric barber set) Ad mat no. 272. Sheet. Appl. author: Meyer Robbin. © 28Jan55; KK112111.

Half price special, all metal Gypsy-Jo barbecue, foldaway, compact, portable, suitcase model. (Gypsy Jo suitcase barbecue) Ad mat 781. Sheet. Appl. author: Meyer Robbin. © 4Apr55; KK112119.

Never before, never again ... Ladies' & men's, 10 kt. & 14 kt. gold rings. Ad mat no. 624. Sheet. Appl. author: Meyer Robbin. © 2Sep55; KK112116.

New electrified all-metal wood grain finish, big 5 foot folding table ... (Steel & aluminum folding table) Ad mat no. 176. Sheet. Appl. author: Meyer Robbin. © 9Feb55; KK112508.

Phone your order today ... Cannon "88" pastel colored sheets & towel ensemble. (Cannon "88" deal) Ad mat no. 533. Sheet. Appl. author: Meyer Robbin. © 21Jun55; KK112115.

Phone your order today ... 4 miracle fibre, rayon-nylon, gold label blankets. (Four Beacon blankets) Ad mat no. 531. Sheet. Appl. author: Meyer Robbin. © 21Jun55; KK112113.

Phone your order today ... Kitchen King, the new, miracle cabinet. (Steel kitchen master cabinet) Ad mat no. 183. Sheet. Appl. author: Meyer Robbin. © 10Oct55; KK112110.

Phone your order today ... Official Jack Webb, Dragnet, chain drive patrol bike. (Dragnet patrol bike) Ad mat no. 714. Sheet. Appl. author: Meyer Robbin. © 23Sep55; KK112118.

Phone your order today ... 32 piece set copper bottom, stainless steel cookware & tableware. Ad mat no. 317 (A) Sheet. Appl. author: Meyer Robbin. © 12Aug55; KK112459.

Phone your order today ... 2 matching panther planter lamps. (Twin planter panther lamps) Ad mat no. 175. Sheet. Appl. author: Meyer Robbin. © 16Jun55; KK112109.

Save \$6.00. 2 in 1 step stool. Ad mat no. 170. Sheet. Appl. author: Meyer Robbin. © 24Sep54; KK112509.

Telephone today ... 100 % blankets, Beacon Emerald Bay. (Four Emerald Bay blankets) Ad mat no. 532. Sheet. Appl. author: Meyer Robbin. © 16Jun55; KK112114.

2 for the price of 1: Electre-steel Servacart & all steel stool. Promotion no. 158. Sheet. Appl. author: Meyer Robbin. © 25Mar55; KK112108.

ROBERSON'S BEVERAGES. ©

All over eastern Carolina lawyers agree this is a big case. (In Washington daily news, Washington, N. C.) Appl. author: Walter J. Klein. © 22Jul55; KK110320.

ROBERT L. LONG ENTERPRISES. SEE Long (Robert L.) Enterprises.

ROBIE MEAT PACKERS, INC. ©

Pleasant-Hill picnic franks. Net wt. 1 lb. Label. Appl. author: Vivian Robie. © 20Jun55; KK108364.

ROBLES.

Enchanting nylons. Hosiery packaging. Label. Appl. author: Harold Robles. © Robles Packaging Corp. d.b.a. Robles; 27Jul55; KK109545.

Sheer stretch nylons. Hosiery packaging. Label. Appl. author: Harold Robles. © Robles Packaging Corp. d.b.a. Robles; 18Aug55; KK109544.

ROBLES PACKAGING CORP. d.b.a. ROBLES. SEE Robles.

ROCKFORD SEWING MACHINE CO. ©

For the easiest sewing ever, the all-new Rockford sewing machines. Folder. Appl. author: Howard H. Monk & Associates, Inc. © 5Jul55; KK108962.

ROCKWELL SPRING & AXLE CO.

If it moves, we can stop it. TDA brakes ... (In Fleet owner, Oct. 1955, p. 79) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 10Oct55; KK111227.

Lighter and stronger. TDA trailer axles. (In The Lumberman, Aug. 1955, p. 33) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Aug55; KK111228.

Tailored power comes to trucking with TDA 2-speed axles. (In Fleet owner, Aug. 1955, p. 148-149) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Aug55; KK109406.

When profits depend on payload. (In Go, Oct. 1955, p. 44) Appl. author: George Drake. © Timken Detroit Axle Division, Rockwell Spring & Axle Co.; 10Oct55; KK111102.

ROCO MANUFACTURING CO. ©

Eliminate weights, pulleys and cords with new Roco sash control weather-strip combination. (Window control) Sheet. Appl. author: Gerald R. Robinson. © 21Jul55; KK111219.

RODGERS, DONALD J. d.b.a. KEYSTONE SEPTIC TANK CO. SEE Keystone Septic Tank Co.

ROETKEN, LOWELL. ©

Kenroe jewelry is not sold in stores. Folder. © 10Jul55; KK111229.

ROGERS (ROY) ENTERPRISES, a division of FRONTIERS, INC. SEE Frontiers, Inc.

ROHM & HAAS CO. ©

Mykhtoktonon Zineb-65. Agriculture insecticide. Label. Appl. author: L. C. Hurd. © 26Jul55; KK109409.

ROLLNICK, LOUIS d.b.a. LOUROL ENTERPRISES. SEE Lourol Enterprises.

RONSON CORP. ©

Here's the Christmas gift that's even better than giving him a private barber. New-type electric shaver, by Ronson ... (In Life, Nov. 21, 1955, p. 1) Appl. author: Norman, Craig & Kummel, Inc. © 18Nov55; KK112610.

How to give like a king. Ronson cigarette lighters. (In Life, Oct. 4, 1954, p. 128) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct54; KK110194.

ROOF, FORREST E. d.b.a. FORREST PRODUCTS CO. SEE Forrest Products Co.

ROSE, LEO & MELVIN LACHMAN d.b.a. LACHMAN-ROSE CO. SEE Lachman-Rose Co.

ROSEN, DOUGLAS A., HAROLD ROSEN, MARCIA ROSEN, LEO S. ROSEN & FLORENCE S. ROSEN d.b.a. AMERICAN GREASE STICK CO. SEE American Grease Stick Co.

ROSEN, FLORENCE S., DOUGLAS A. ROSEN, HAROLD ROSEN, MARCIA ROSEN & LEO S. ROSEN d.b.a. AMERICAN GREASE STICK CO. SEE American Grease Stick Co.

ROSEN, HAROLD, MARCIA ROSEN, LEO S. ROSEN, FLORENCE S. ROSEN & DOUGLAS A. ROSEN d.b.a. AMERICAN GREASE STICK CO. SEE American Grease Stick Co.

ROSEN, LEO S., FLORENCE S. ROSEN, DOUGLAS A. ROSEN, HAROLD ROSEN & MARCIA ROSEN d.b.a. AMERICAN GREASE STICK CO. SEE American Grease Stick Co.

ROSEN, MARCIA, LEO S. ROSEN, FLORENCE S. ROSEN, DOUGLAS A. ROSEN & HAROLD ROSEN d.b.a. AMERICAN GREASE STICK CO. SEE American Grease Stick Co.

ROSENBLOOM, JACK. ©
18 dynamic proven traffic booming little ads. Furniture. Sheet. © 18Jul55; KK108752.

Free prizes to all who enter the \$2500 wedding anniversary contest. Advertising mats for furniture stores. Sheet. © 3May55; KK108432.

Gerry Giraffe Spot Contest, limited time only. Win \$3,000 grand prizes. Advertising mats for furniture stores. Sheet. © 18Jul55; KK108821.

Never a sale like this before ... Super-value sale. Advertising mat service for furniture stores. Sheet. © 14Sep55; KK110855.

Warehouse unloading sale. Furniture store advertising mats. Sheet. © 29Aug55; KK110318.

ROSEVEAR, W.

Don't lag, buy Olag; toothpaste. See the perfume of the month; shop here for gifts for all occasions. Poster. © William Blecker Rosevear, Jr. (in notice: W. Rosevear); 16Aug55; KK112358.

ROSS COLES & CO., INC. SEE Coles (Ross) & Co., Inc.

ROTHMAN, HARRY. ©

Aladdin never had it so good. Rothman's 58th semi-annual sale ... of men's clothing and furnishings. (In The New York times) © 18Jul55; KK108796.

The carriage trade still comes here. Wearing apparel. (In The New York times) © 29Nov55; KK112229.

Climbed any beanstalks lately? Wearing apparel. (In The New York times) © 8Nov55; KK111584.

Ever see a horse-drawn fire engine? Rothman's 58th semi-annual sale ... of fine men's clothing ... (In The New York times) © 9Aug55; KK109206.

General Motors, move over. Wearing apparel. (In The New York times) © 20Dec55; KK112804.

His local tailor told him. Wearing apparel. (In The New York times) © 25Oct55; KK111270.

It can't happen here. Men's wearing apparel. (In The New York times) © 1Mar55; KK104525.

Just 5 more days to go. Wearing apparel. (In The New York times) © 23Aug55; KK109427.

Our inventory man is a terror. Wearing apparel. (In The New York times) © 4Oct55; KK110595.

Rocket ship to the moon. Wearing apparel. (In The New York times) © 24May55; KK110831.

The story of a suit that has helped thousands of men go A.W.O.L. Balmerino. (In New York World telegram) © 13Sep55; KK110003.

A Texas steer and a mighty good one. Wearing apparel. (In The New York times) © 6Dec55; KK112362.

There's always a special on the menu. Wearing apparel. (In The New York times, Nov. 22, 1955, p.38) © 22Nov55; KK112041.

They live in lower Manhattan. Wearing apparel. (In The New York times, Dec. 13, 1955, p.42) © 13Dec55; KK112622.

A true story. Wearing apparel. (In The New York times) © 18Oct55; KK111080.

Welcome to Rothman's, U. S. A. Rothman's 58th semi-annual sale ... of fine men's clothing ... (In The New York times) © 2Aug55; KK109652.

What's a puller-in? Wearing apparel. (In The New York times) © 14Nov55; KK111840.

ROTO-BROIL CORP. OF AMERICA. © Automatic electric skillet, by Roto-Broil. Form no.234. 15 p. Appl. author: Robert N. Freedman. © 24May55; KK110830.

ROTO-HOE & SPRAYER CO. © Now, at last, complete power equipment for the smaller home and garden, Hummin' Bird Roto-Hoe. Folder. Appl. author: Robert E. Wright. © 17Aug55; KK109632.

ROX PRODUCTS CO. Inside or outside you're always right with Rox. Form 1011 rev. Masonry paint. Folder. Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 24Aug55; KK109558.

Proof, 5 feet of water in our basement until we used Rox. Masonry paint. (In Life, Oct. 10, 1955, p.179) Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 10Oct55; KK112300.

Protect against water leakage and beautify masonry surfaces with Rox masonry paint ... Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 28Aug55; KK109853.

The Rox rocket. Masonry paint. Folder. Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co. July 1955. © 1Jul55; KK108696. Oct. 1955. © 27Sep55; KK111192.

ROY ROGERS ENTERPRISES. SEE Rogers (Roy) Enterprises.

ROYAL AIRCRAFT CORP. © An all-new 5 place high-performance amphibian, Royal Gull. Pamphlet. Appl. author: Peter Murphy. © 7Nov55; KK111873.

RUBINSTEIN (HELENA) INC. © Helena Rubinstein introduces her English Complexion powder made with imported silk, the secret of the silky English complexion. (In Harper's bazaar, May 1955, p.26) © 3May55; KK108561.

RUM PROMOTION DIV., ECONOMIC DEVELOPMENT ADMINISTRATION, COMMONWEALTH OF PUERTO RICO. SEE Puerto Rico.

RUPPERT, JACOB. SEE Ruppert-Knickerbocker Beer.

RUPPERT KNICKERBOCKER BEER. After a cool dip, we really enjoy Knickerbocker, says ... Dick Estes. (In New York world telegram & sun, July 6, 1955, p.36) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 6Jul55; KK108838.

Breaks sales records. (In Burlington free press, June 29, 1955, p.10) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 29Jun55; KK109957.

Free, \$50,000 giveaway. Father Knickerbocker says ... Steve Allen says ... (In The New York times, Sept. 2, 1955, p.38) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 2Sep55; KK110007.

Hurry, hurry, hurry, before it's too late. Giveaway ends midnight Saturday, Sept. 17, 1955. (In Daily news, New York, Sept. 12, 1955, p.33) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 12Sep55; KK109986.

Nothing like Knickerbocker at a real clambake, says Harold Van Kleek. (In New York herald tribune, June 30, 1955, p.36) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 30Jun55; KK108277.

Now, only 18¢ for the no-deposit, no-return 12-ounce bottle. (In The Springfield union, Oct. 29, 1955, p.21) Appl. author: Biow-Beirn-Toigo, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 29Oct55; KK112106.

RUSSELL CHURCH STUDIOS. © Stained glass by our own studios. (Stained glass church windows) AW-300-AW-311. Sheet. Appl. author: Barbara Lynch. © 26Oct55; KK111849.

Stained glass by our own studios. (Stained glass church windows) St-150-ST-161. Sheet. Appl. author: Barbara Lynch. © 26Oct55; KK111848.

S

SKF INDUSTRIES, INC. © In bearings as in bergs, big things are found beneath the surface, SKF 7600; SKF makes them all, SKF 7600-A. SKF ball & roller bearings. (In Electrical manufacturing, July 1955, p.35-36) Appl. author: Robert G. Moore. © 1Jul55; KK108841.

Some of your best salesmen are in this building. SKF 7603, OST 1675. SKF ball & roller bearings. (In Business week, Sept. 10, 1955, p.99) Appl. author: Robert G. Moore. © 10Sep55; KK110683.

Super-sonic, the supreme test for bearings. SKF 7604, OST 1673. (In Business week, Aug. 27, 1955, p.20) Appl. author: Robert G. Moore. © 27Aug55; KK110684.

S. O. S. CO. © To bake a better cake, you need a shiny pan. Even if you use a fool-proof recipe ... S. O. S. magic scouring pads. (In The Progressive farmer, Nov. 1954, p.69) Appl. author: McCann-Erickson, Inc. © 20Oct54; KK109646.

ST. MARYS WOOLEN MANUFACTURING CO. © Grandma, it says wool is the real miracle fiber. St. Marys blankets & fabrics. (In Good house-keeping, Nov. 1955, p.197) Appl. author: Gibbons-O'Neill, Inc. © 20Oct55; KK111161.

Hello, little scarecrow. St. Marys blankets & fabrics. (In The New Yorker, Sept. 17, 1955, p.98) Appl. author: Gibbons-O'Neill, Inc. © 15Sep55; KK111160.

Sunday morning. St. Marys blankets & fabrics. (In Ladies' home journal, Oct. 1955, p.119) Appl. author: Gibbons-O'Neill, Inc. © 29Sep55; KK111159.

ST. REGIS PAPER CO. How to use Roltite mastic for St. Regis Panelyte, the modern surface, for bonding 1/10" Panelyte to a wide variety of surfaces. SEE Midcontinent Adhesive Co.

Roltite for St. Regis Panelyte, the modern surface, contact adhesive. SEE Midcontinent Adhesive Co.

SAKELLAR, NICHOLAS G. Ramblin-Ramada the smart, new sunshade that puts personality in your patio ... Sheet. © Nicholas G. Sakellar (in notice: Nicholas G. Sakellar); 11Jun55; KK108846.

SALADA TEA CO., INC. © Salada, 100 tea bags, orange pekoe & pekoe & cut black tea. Net wt. 8 oz. Label. © 28Nov55; KK112519.

SALERNO-MEGOWEN BISCUIT CO. © Pure chocolate, Salerno nut tops. Net weight 6 ounces. Cookies. Label. Appl. author: Arno Juntunen. © 10Oct55; KK111076.

Salerno chocolate drops. Net weight 7 ozs. Label. Appl. author: William Cox. © 26Sep55; KK110308.

Salerno fudgies. Net weight 4 3/4 ounces. Cookies. Label. Appl. author: Arno Juntunen. © 5Oct55; KK110744.

Salerno pure chocolate assortment. One and one-half pounds net. Label. Appl. author: Arno Juntunen. © 23Nov55; KK112092.

SAM MCDANIEL & SONS, INC. SEE McDaniel (Sam) & Sons, Inc.

SAMANN, JULES. Hou Sweet sweetens & freshens air in your car and home. Pin-up girl. Air deodorizing & perfuming devices. Display cards. © Julius Samann (in notice: Jules Samann); 2Aug54; KK109810.

SAMANN, JULIUS. © For forest-fresh air in your home, car, office, everywhere, fragrant little Peter Pine chases odors all the time. Air deodorizing & perfuming devices. Contents 24 Peter Pine deodorizers. Label. Appl. author: Arlene Carvallis. © 1Jul55; KK110163.

SAMANN, JULIUS. © Cont'd.

Freshens & sweetens air in your car, home, office ... Car-Freshner. Tree. Air deodorizing & perfuming devices. Display card. © 16Mar55; KK109809.

Freshens & sweetens air in your car, home, office; kills musty odors ... leaves air forest-fresh. Peter Pine. Air deodorizing & perfuming devices. Display card. Appl. author: Arlene Carvallis. © 11Jul55; KK110239.

SAMUEL GABRIEL SONS & CO. SEE Gabriel (Samuel) Sons & Co.

SAMUEL TAUBMAN & CO. SEE Taubman (Samuel) & Co.

SAND PRODUCTS CO. ©

Indian sand painting. It's easy to paint a beautiful picture with Indian painting sand. Sheet. Appl. author: M. W. Moseley. © 1Mar55; KK109097.

SANDER, J. R., SR.

Sander no-offset powder spray, for printing presses. Sheet. © John Robert Sander, Sr.; 15Dec55; KK112958.

SANJEAN, JOHN. ©

Davy Crockett balloon dogs. 8 balloons. Label. © 25Jun55; KK108367.

SANTA CLAUS LAND, INC. ©

Santa Claus Land original. (Christmas cards) Toys. 4 folders. Appl. author: Ralph M. Cronin. © 7Oct55; KK111251.

Santa Claus Land original. (Santa Claus letters) Toys. Folder. Appl. author: Ralph M. Cronin. © 7Oct55; KK111252.

SARGENT-GERKE CO. ©

Sargent clear seal, for primer on wood in place of shellac ... One quart U. S. measure. Label. © 1Apr37; KK112896.

Sargent creosote farm paint; white, for general farm fence preservation. One quart U. S. measure. Label. © 1Apr37; KK112899.

Sargent, deodorized, prime seal. One quart U. S. measure. Paint. Label. © 20Sep30; KK112895.

Sargent 888 one coat house paint. Gloss-white. One quart U. S. measure. Label. © 1Mar53; KK112903.

Sargent exterior primer; white. A correct foundation coat or primer for outside painting ... One quart U. S. measure. Label. © 10Oct39; KK112902.

Sargent Penethin, paint thinner. One quart U. S. measure. Label. © 1Apr34; KK112894.

Sargent porch and deck enamel. One quart U. S. measure. Label. © 25Jun33; KK112901.

Sargent Red Coat barn paint. Label. © 8Jan47; KK112898.

Sargent Sta-Kleen, titanium base, house paint. 1 quart U. S. measure. Label. © 5Dec48; KK112904.

Sargent stop-rust, a protective primer for use on old and new iron or steel surfaces ... One quart U. S. measure. Label. © 8Jan47; KK112897.

Sargent super-fine enamel under-coat. White. One quart U. S. measure. Label. © 15Jul36; KK112900.

SARNA (S. S.) INC. ©

The Collector Bells of Sarna. Kohlu or oil press bell ... Label. Appl. author: S. S. Sarna. © 30Jun55; KK108659.

The Collector Bells of Sarna. Tanga bells ... Label. Appl. author: S. S. Sarna. © 30Jun55; KK108658.

SASTAUNIK, BILL.

Order form for 1956 manuals. Motor magazine. Folder. © William Henry Sastaunik; 10Oct55; KK111307.

SAUNDERS DISTRIBUTORS, INC. t.a.

GOLD STAMP PREMIUM CO. SEE Gold Stamp Premium Co.

SAUNDERS-JAMIESON GAME CO. ©

This is Smad, a fascinating new game for young and old. Label. Appl. author: David Robert Jamieson. © 15Dec54; KK109405.

SAV-A-BOND CORP.

1¢ Sav-A-Bond ... Coupons may be exchanged by the holder hereof for United States savings bonds or United States savings stamps. General merchandise. © Don F. Davis, Kenneth S. Dyer, William L. Pownall & Robert B. Schmidt d.b.a. Sav-A-Bond Corp.; 10Aug55; KK111612.

SAVINGS & LOAN FOUNDATION, INC. ©

America's happiest birthday. Appl. author: McCann Erickson, Inc. © 29Jun55; KK112457.

Ask us how to put the house in the picture. Appl. author: McCann Erickson, Inc. © 4Apr55; KK111290.

Do you know what a Savings and Loan Association can do for your family? (In The Saturday evening post, Mar. 5, 1955, p.78) Appl. author: McCann Erickson, Inc. © 5Mar55; KK108563.

Easiest way to finance any of these things is to come to us. (In The Saturday evening post, Oct. 8, 1955, 42) Appl. author: McCann Erickson, Inc. © 8Oct55; KK112332.

How much will it cost to send your children to college? (In The Saturday evening post, Sept. 10, 1955, p.163) Appl. author: McCann Erickson, Inc. © 10Sep55; KK111291.

If you had the money, which would you choose? Appl. author: McCann Erickson, Inc. © 30May55; KK111385.

Three ways to tell 1954 was a great year for America. (In The Saturday evening post) Appl. author: McCann Erickson, Inc. © 1Jan55; KK108562.

What home-town institution has just set an all-time high in savings? Appl. author: McCann Erickson, Inc. © 20Dec54; KK108565.

Where do 14 million Americans go to save? Appl. author: McCann Erickson, Inc. © 20Jun55; KK111727.

Where's the best place for your whole family to save? (In Reader's digest, June 1955, p.197) Appl. author: McCann Erickson, Inc. © 25May55; KK111204.

Where's the best place to save for cowboys, Indians and space cadets? Appl. author: McCann Erickson, Inc. © 2May55; KK111289.

Where's the smart place to put your savings? (In The Saturday evening post, Jan. 29, 1955, p.93) Appl. author: McCann Erickson, Inc. © 29Jan55; KK108564.

SAVINGS BANKS ASSN. OF THE STATE OF NEW YORK. ©

I prefer to save in a savings bank because ... \$25,000 contest. (In The New York times, Sept. 19, 1955, p.21) Appl. author: Muir & Co. © 19Sep55; KK111020.

SAVITT, INC. ©

Now at Savitt, not 1 D--, not 2 D--, not 3 D--, not 4 D--, but 5 D--, 5th dimension genuine diamonds. (In The Hartford times, Nov. 4, 1955, p.2) Appl. author: Wilbur W. Randall. © 4Nov55; KK111576.

SCARLETT (WILLIAM G.) & CO.

Cardinal brand wild bird seed. 5 pounds net. Label. © William G. Scarlett d.b.a. William G. Scarlett & Co.; 6Jun50; KK110632.

Feed the birds, Oriole brand, Scarlett's wild bird seed. 5 lbs. net weight. Label. © William G. Scarlett d.b.a. William G. Scarlett & Co.; 6Jun50; KK110633.

SCHACHT RUBBER MANUFACTURING CO. ©

Save your floors, Daisy ball bearing bed casters. Spring type. No. 77B77-98. Label. Appl. author: William John Schacht. © 18Aug55; KK109934.

Save your floors, Daisy ball bearing casters. Grip-neck socket. No. 66A77-89. Label. Appl. author: William John Schacht. © 18Aug55; KK109936.

Save your floors, Daisy ball bearing casters. Oblong plate. No. 77D77-79. Label. Appl. author: William John Schacht. © 18Aug55; KK109935.

SCHAINMAN (EDWARD) CO., INC. ©

The golden thread in this garment is a symbol of fine quality and our trademark. Country & town clothes. Label. Appl. author: Edward Schainman. © 8Jul55; KK108966.

SCHENLEY DISTILLERS CO. ©

First time ever, imported Canadian Schenley O. F. C. in an elegant cocktail shaker. (In The New Yorker, Nov. 19, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Nov55; KK112856.

Frankly speaking, an editorial for the liquor industry, by Sidney Frank ... (In Liquor store, Dec. 1955, p.36) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Nov55; KK112855.

Here's elegance. Schenley Reserve. (In Cue, Oct. 1, 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep55; KK112853.

Pioneers of better living. Blanche Kelso Bruce. Schenley Reserve blended whisky; Schenley Golden Age gin. (In Our world, July 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun55; KK108581.

Schenley brings back the Golden Age of elegance for gracious summertime living. (In Life, June 27, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jun55; KK108579.

Summertime elegance ... enjoy the elegant refreshment of a Schenley Reserve highball. (Cafe scene) (In Cue, July 9, 1955, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Jun55; KK108582.

Summertime is Schenley time. Time to refresh with Schenley gins and whiskies of elegance. (In U. S. news & world report, July 8, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Schenley Distillers Co., Inc.; 4Jul55; KK108577.

This is it, the Golden Age of elegance in whiskey, Schenley Reserve. (In Life, Sept. 26, 1955, p.127) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Sep55; KK112854.

What a Down-Easter can learn from summer people. Sir John Schenley blended whiskies. (In The Portland express, Portland, Maine, July 14, 1955, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jul55; KK110773.

Win \$25,000 O. F. C. Name Game contest. Imported Canadian Schenley O. F. C. whisky [in bottle & glass on tray; 2 men & globe in background] (In Esquire, July 1955, p.16-17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Jun55; KK108580.

Win, \$25,000 O. F. C. Name Game contest. Schenley O. F. C. Canadian whisky [in opened bottle] (In U. S. news & world report, June 10, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Jun55; KK108578.

SCHENLEY DISTILLERS, INC. d.b.a. BOAKA KOMPANIYA. SEE Boaka Kompaniya.

SCHENLEY IMPORT CORP. ©

The daiquiri that dances with flavor; Carioca rumba. Puerto Rican rum. (In The New Yorker, Oct. 1, 1955, p.118) Appl. author: Peck Advertising Agency. © 10Oct55; KK111479.

Dewar's White Label and Ancestor Scotch whiskies. Dewar Highlander. (In Yachting, Sept. 1955, p.4 of cover) Appl. author: Otto Kleppner. © 1Sep55; KK109901.

Dewar's White Label and Ancestor Scotch whiskies. Piper at parade rest; clan Wallace tartan. (In Yachting, Oct. 1955, p.4 of cover) Appl. author: Otto Kleppner. © 10Oct55; KK111125.

Dewar's White Label and Ancestor Scotch whiskies. [Scotch soldier wearing] traditional tartan of Clan MacIntyre. (In Yachting, Dec. 1955, p.4 of cover) Appl. author: Otto Kleppner. © 1Dec55; KK112535.

SCHENLEY INDUSTRIES, INC.

Blatz four half-quart cans. Finest beer brewed in Milwaukee. (Blatz 4 - 16 oz. can pack) Label. Appl. author: Robert Sidney Dickens. © Blatz Brewing Co., a division of Schenley Industries, Inc.; 1Aug55; KK110767.

Blatz, Milwaukee's finest beer, 6 - 12 oz. can pack. Label. Appl. author: Robert Sidney Dickens. © Blatz Brewing Co.; 28Feb55; KK110766.

It's here, Tempo beer. New discovery frees beer from bitterness. Sheets. © Blatz Brewing Co., a division of Schenley Industries, Inc.

Ad no.
BT 1. © 24Aug55; KK110804.
BT 1A. © 13Sep55; KK110807.
BT 2. © 31Aug55; KK110805.
BT 2A. © 8Sep55; KK110808.
BT 3. © 12Oct55; KK110806.
BT 3A. © 22Sep55; KK110809.

Tempo beer brewed by Blatz, Milwaukee. Six - 12 ounce cans. Label. Appl. author: Robert Sidney Dickens. © Blatz Brewing Co.; 15Aug55; KK110765.

SCHENLEY LABORATORIES, INC. ©

Bottles, baths, household chores. Ediol. Pharmaceuticals. Post card. © 27May55; KK108348.

Good-tasting Ediol for your underweight patients. Pharmaceuticals. Folder. © 15Jul55; KK110262.

Help for the harried housewife. Ediol. Pharmaceuticals. Post card. © 10May55; KK108346.

In tune with retirement. Ediol. Pharmaceuticals. Post card. © 16May55; KK108349.

The spirit is willing. Ediol. Pharmaceuticals. Post card. © 16May55; KK108347.

SCHLACHTER, OLGA. ©

Toss-A-Way, paper and fiber, dust mitt. Display card. © 11Jul55; KK108880.

SCHLAGE LOCK CO. ©

Wonderful things are happening to locks. Look what locks do for your doorways. Form no.609. Folder. Appl. author: Robert W. Ebey. © 8Dec55; KK112691.

SCHLITZ (JOSEPH) BREWING CO. ©

Air so necessary to life, can ruin the brew. Schlitz is protected from air right in the brewing. (In Life, Sept. 19, 1955, p.75) © 19Sep55; KK111966.

Follow your athletics; tune in on Schlitz baseball broadcasts. [Umpire] Form 5136B. Poster. © 1Apr55; KK111970.

How to be a famous host. [Man with arms enfolding bottles of Schlitz] Form 5144. Poster. © 1Nov55; KK111973.

How to register a good impression. (In Wisconsin beverage journal, July 1955, p.4 of cover) © 1Jul55; KK111961.

In stubby bottles now. [Hand encircling bottle] Form 5143. Poster. © 1Sep55; KK112980.

Just the kiss of the hops, no harsh bitterness. Cowboy. (In The Denver post, Aug. 4, 1954, p.28) © 4Aug54; KK112408.

Pick up a 6-pak of Schlitz half quart cans. [Man holding 6-pak; barbecue scene] (In Albany times-union, Aug. 10, 1955, p.14) © 10Aug55; KK111963.

Pick up a 6-pak of Schlitz half quart cans. [Man's hand holding 6-pak; beach scene] (In Albany times-union, Aug. 31, 1955, p.14) © 31Aug55; KK111965.

Protecting your right to do business. (In Bar-management, Apr. 1955, p.8-9) © 1Apr55; KK111951.

Satisfies your thirst for something better. Form 5146. Poster. © 1Jan56 (in notice: 1955); KK112978.

The Schlitz label is a pledge of extra satisfaction. (In Albany times-union, Aug. 3, 1955, p.6) © 3Aug55; KK111962.

Season's best. [Christmas scene; man & woman holding glass; fireplace in background] Form 5145. Poster. © 1Dec55; KK112979.

Your thirst can feel the difference. Barbecue. (In Look, Sept. 20, 1955, p.20) © 20Sep55; KK111967.

Your thirst can feel the difference. [Black and white] bottle & glass. (In The Bridgeport post, May 11, 1955, p.44) © 11May55; KK111955.

Your thirst can feel the difference. [Black and white] cocktail lounge. (In The Bridgeport post, May 4, 1955, p.46) © 4May55; KK111954.

Your thirst can feel the difference. [Black and white] foaming glass. (In The Bridgeport telegram, May 18, 1955, p.33) © 18May55; KK111957.

Your thirst can feel the difference. [Black and white] girl at table. (In The Bridgeport post, Apr. 27, 1955, p.52) © 27Apr55; KK111953.

Your thirst can feel the difference. [Black and white; man seated at] workbench. (In The Bridgeport telegram, May 25, 1955, p.33) © 25May55; KK111958.

Your thirst can feel the difference. Gardener. Form 5138. Poster. © 1Jun55; KK111971.

Your thirst can feel the difference. Gardener [wearing blue shirt; holding rake & glass] (In Life, June 20, 1955, p.55) © 20Jun55; KK111960.

Your thirst can feel the difference. [Girl in blue at] cocktail lounge. (In Life, May 30, 1955, p.79) © 30May55; KK111959.

Your thirst can feel the difference. Girl [wearing blue suit & hat] at table. (In Life, May 16, 1955, p.159) © 16May55; KK111956.

Your thirst can feel the difference. Hot dog scene. (In Ebony, Oct. 1955, p.31) © 10Oct55; KK111968.

Your thirst can feel the difference. Man at bar. (In The Bridgeport post, Apr. 20, 1955, p.42) © 20Apr55; KK111952.

Your thirst can feel the difference. Man; hot dog. Form 5140. Poster. © 1Aug55; KK112981.

Your thirst can feel the difference. Man reading newspaper. (In Look, Oct. 4, 1955, p.68) © 4Oct55; KK111969.

Your thirst can feel the difference. Man reading paper. Form 5141. Poster. © 1Sep55; KK111972.

Your thirst can feel the difference. Man with 6-pak. (In Life, Aug. 22, 1955, p.101) © 22Aug55; KK111964.

SCHMID (JULIUS) INC. ©

The Davis technic, Vagisec liquid, a new douche concentrate, explodes trichomonads. Folder. © 20Oct55; KK111461.

Explosion succeeds with the Davis technic where half-measures fail. Vagisec liquid douche concentrate; Vagisec jelly. Mail folder. © 17Oct55; KK111460.

Phase microscope shows trichomonad exploding ... with Vagisec liquid. Folder. © 30Sep55; KK110599.

Physician's prescription pad. Gynecological products. Folder. © 31Oct55; KK111699.

See vaginal trichomonads exploding within 15 seconds of contact with Vagisec liquid. Liquid douche concentrate. Folder. © 31Oct55; KK111700.

SCHMIDT, E. H.

Schmidt teaching aids. Sheet. © Edward H. Schmidt; 10Aug55; KK109649.

SCHMIDT, ROBERT B., DON F. DAVIS, KENNETH S. DYER & WILLIAM L. POWNALL d.b.a. SAV-A-BOND CORP. SEE Sav-A-Bond Corp.

SCHOENEMAN (J.) INC. © Exclusive fabrics in Wash 'n Wears, as only Schoeneman can tailor them. (In Daily news record, Sept. 19, 1955, p.4-5) Appl. author: Stuart E. Stern. © 19Sep55; KK112367.

Kingsridge promotional material. Fall 1955. Clothing. Folder. Appl. author: Thomas L. Wolf. © 31Aug55; KK112144.

Only Schoeneman has it. Ice-O-Lite, breathes for you, another Schoeneman exclusive in summer clothing for '56. (In Daily news record, Sept. 21, 1955, p.4-5) Appl. author: Stuart E. Stern. © 21Sep55; KK112368.

Only Schoeneman has it. Will-O-Wisp, dacron/worsted, weightless, with the cashmere feel. Clothing. (In Daily news record, Sept. 12, 1955, p.4-5) Appl. author: Stuart E. Stern. © 12Sep55; KK112369.

SCHOEN-WOLSKI, WLODZIMIERZ d.b.a. QUI VIVE MANUFACTURING CO. SEE Qui Vive Manufacturing Co.

SCHOLL MANUFACTURING CO., INC. © Comfortable foot-notes for fall. Shoes. 16 p. Appl. author: William Mathias Scholl. © 5Aug54; KK109800.

Dr. Scholl's electric dual foot vibrator. Folder. Appl. author: William Mathias Scholl. © 4Aug55; KK109702.

Dr. Scholl's electric foot vibrator. Folder. Appl. author: William Mathias Scholl. © 4Aug55; KK109701.

Dr. Scholl's, Toe-Free, hosiery for men. Folder. Appl. author: William Mathias Scholl. © 28Jun55; KK108683.

Eliminate guesswork, fit the correct shoe size the first time. Dr. Scholl's foot measures. Folder. Appl. author: William Mathias Scholl. © 1Jun55; KK108328.

Helping you to greater profits. Dr. Scholl's Zino-pads. Sheet. Appl. author: William Mathias Scholl. © 1Jun55; KK108330.

How to read Podo-Graph B prints. Apparatus to measure and imprint feet. Sheet. Appl. author: William Mathias Scholl. © 27Sep55; KK111186.

Like walking on pillows. Dr. Scholl's Air-Pillo cushion shoes. Folder. Appl. author: William Mathias Scholl. © 5May55; KK108327.

New source of profits, Dr. Scholl's electric foot vibrators. Folder. Appl. author: William Mathias Scholl. © 7Oct55; KK111440.

Now, Dr. Scholl's Air-Pillo insoles perforated make every shoe an air-cushioned shoe. Folder. Appl. author: William Mathias Scholl. © 1Jun55; KK108331.

Profit, recommending and fitting Dr. Scholl's bunion appliances. Folder. Appl. author: William Mathias Scholl. © 1Jun55; KK108333.

Sensational fast selling profit producer, Dr. Scholl's Ball-O-Foot cushion. Folder. Appl. author: William Mathias Scholl. © 1Jun55; KK108329.

So wonderful for young active feet. Dr. Scholl's shoes for children. Folder. Appl. author: William Mathias Scholl. © 6Jul55; KK108987.

Super-sheer, Dr. Scholl's, full-fashioned nylon elastic stockings. Folder. Appl. author: William Mathias Scholl. © 27Sep55; KK111187.

Turn hot perspiring odorous feet into cold cash with Dr. Scholl's Foot Powder. Sheet. Appl. author: William Mathias Scholl. © 1Jun55; KK108332.

Why you should be an exclusive agency for Dr. Scholl's shoes and Foot Comfort service. Folder. Appl. author: William Mathias Scholl. © 1Aug55; KK110482.

SCHULTE, JOSEPH H. d.b.a. BLUE FLAME KITCHENS. SEE Blue Flame Kitchens.

SCHUMACHER, JOHN T. © Shiska-Whirl. Cooking attachment for use with automatic spit. (In The Fresno bee, Nov. 20, 1955, Calif. country life section, p.34-D) © 20Nov55; KK112277.

SCHRAFFT (W. F.) & SONS CORP. © Gay Bouquet, a fascinating gift assortment. Schrafft's chocolates. 1 lb. net. Label. © 12Jul55; KK109199.

SCHWARTZ, LEO F. © Strip material in four heights917 High. Printers rule & border strip material. Label. © 11Jun55; KK108546.

SCRIPTO, INC. © Millions who could pay any price buy Scripto pens and pencils because they are time-tested ... (In Look, Apr. 19, 1955) Appl. author: Donahue & Coe, Inc. © 19Apr55; KK109014.

Now, for only 29¢, Scripto, self-sharpening pencil in beautiful clear or solid colors. (In Life, May 17, 1954, p.70) Appl. author: Donahue & Coe, Inc. © 17May54 (in notice: 1953); KK109289.

Smart people who know value buy Scripto pens and pencils designed for perfection, then mass produced for low price ... (In Look, May 31, 1955) Appl. author: Donahue & Coe, Inc. © 31May55; KK109013.

This pen, with Natural Slant writing and Rx Ink, is changing the writing habits of the world. Scripto, push button ball pen. (In Life, Feb. 15, 1954) Appl. author: Donahue & Coe, Inc. © 15Feb54 (in notice: 1953); KK109009.

Why pay up to \$2.95 when Scripto guarantees the best in writing for only \$1.00. Pens and pencils. (In Look, Oct. 19, 1954) Appl. author: Donahue & Coe, Inc. © 19Oct54; KK109017.

Why spend more? Scripto guarantees the best in writing for only 29¢ to \$1.00. Scripto push button retractable ball pen; Scripto twist-top ... (In Look, Mar. 22, 1955) Appl. author: Donahue & Coe, Inc. © 22Mar55; KK109015.

Write a merry Christmas in the finest ink ever created for a ball pen. Scripto with Rx Ink. (In Life, Dec. 7, 1953) Appl. author: Donahue & Coe, Inc. © 7Dec53; KK109010.

You can pay more, but why? When Scripto pens and pencils are designed for perfection, then mass

produced for low price. For instance, here's the Scripto ... (In Look, Feb. 22, 1955) Appl. author: Donahue & Coe, Inc. © 22Feb55; KK109016.

You can pay more, but why? When Scripto pens and pencils are designed for perfection, then mass produced for low price. For instance, take this Scripto push button ball pen ... (In Look, July 12, 1955) Appl. author: Donahue & Coe, Inc. © 12Jul55; KK109018.

SEALY, INC. © Hurry, hurry, hurry, Sealy once-a-year Golden Sleep sale, giant ticking purchase slashes mattress costs. (In Life, Aug. 2, 1954, p.87) © 2Aug54; KK108558.

Now, you can choose the Posturepedic you prefer for relief from morning back-ache. Sealy Posturepedic foam rubber mattress; Sealy Posturepedic innerspring mattress. (In House & garden, May 1954, p.171) © 20Apr54; KK109022.

SEARS, ROEBUCK & CO. © Allstate anti-freeze. Display card. © 19Apr55; KK112272.

SEASIDE OIL CO. © Seaside, California - Arizona, travel guide. Rev. ed. 44 p. Appl. author: G. Blanchard Tucker. © 15Jun55; KK111832.

SECURITY SASH & SCREEN CO. © RFT, the big news in storm windows and doors. (In Good housekeeping, Oct. 1955, p.239) © 27Sep55; KK111238.

SEEMAN BROS., INC. © New improved Air-Wick, kills odors so well, it's like having 3 ordinary deodorizers working for you all at once. (In Better homes & gardens, Nov. 1955, p.193) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct55; KK111847.

New-improved Air-Wick Mist kills odors with a single blow. (In Life, Nov. 14, 1955, p.169) Appl. author: Norman, Craig & Kummel, Inc. © 11Nov55; KK112609.

SEGALL (THEODORE H.) ADVERTISING AGENCY.

Perel & Lowenstein's Christmas gift sale for smart Santas. Jewelry store general merchandise. (In The Commercial-appeal, Memphis, Dec. 4, 1955, rotogravure tabloid, p.2-15) Appl. author: Theodore H. Segall. © National Syndications, a division of Theodore H. Segall Advertising Agency (in notice: National Syndic); 14Nov55; KK112905.

Yours free ... 7 pc. gourmet set. Post card no.PC.1-R1016. © National Syndications, division of Theodore H. Segall Advertising Agency; 15Sep55; KK111061.

SEKELLAR, NICHOLAS G. SEE Sakellar, Nicholas G.

SELECTED GLADS, INC. © All-America gladiolus: Appleblossom. Sheet. © 2Nov55; KK112489.

All-America gladiolus: Appleblossom; Royal Stewart. Sheet. © 5Oct55; KK112487.

All-America gladiolus: Royal Stewart. Sheet. © 5Oct55; KK112488.

SELF WINDING CLOCK CO., INC. The Kybernetes Corporation technical bulletin A-7, scanning and monitoring equipment. Folder. Appl. author: H. T. Sawyer. © Kybernetes Corp. (in notice:

Kybernetes Corp, division of
Self Winding Clock Co., Inc.;
22Jun55; KK108823.

SERVO CORP. OF AMERICA. ©
Servomation building blocks. Elec-
tronic equipment. Pamphlet.
© 5Aug55; KK110836.

Servomation Servoflex amplifiers.
Folder. © 15Sep55; KK110223.

Servotherm heat detector cell ac-
cessories. Folder. © 15Sep55;
KK110224.

Servotherm infrared radiation py-
rometers. Folder. © 8Aug55;
KK110375.

Servotherm, infrared radiation
standard. Model IRS-1. Electron-
ic equipment. Sheet. © 7Nov55;
KK112033.

SERVWELL PRODUCTS CO., INC. ©
Servwell shims. Servwell precision
fasteners. Form 490. 4 p.
Appl. author: S. J. Haretik.
© 8Sep55; KK110002.

SEVEN-UP CO. ©
A better collins doesn't take time,
it takes Seven-Up. Soft drink.
(In Esquire, Aug. 1955, p.10)
Appl. author: J. Walter Thompson
Co. © 7Jul55; KK109094.

Enjoy the holiday week end more.
Get plenty of Seven-Up, the all
family fresh-up drink. (In St.
Paul dispatch, Aug. 31, 1955, p.44)
Appl. author: J. Walter Thompson.
© 31Aug55; KK110043.

For a mixer that rounds out flavor,
never drowns it out, nothing does
it like Seven-Up. Soft drink.
(In Esquire, Nov. 1955, p.24)
Appl. author: J. Walter Thompson
Co. © 6Oct55; KK110989.

For an after-school drink that won't
ruin appetites, nothing does it
like Seven-Up. (In The Saturday
evening post, Oct. 15, 1955, p.87)
Appl. author: J. Walter Thompson
Co. © 11Oct55; KK110990.

For an after-school drink that won't
ruin appetites, nothing does it
like Seven-Up. (In The Saturday
evening post, Oct. 15, 1955, p.87)
Appl. author: J. Walter Thompson
Co. © 12Oct55; KK111515.

For mixing mellow highballs with
richer, fuller flavor, nothing
does it like Seven-Up. Soft
drink. (In Esquire, Oct. 1955,
p.10) Appl. author: J. Walter
Thompson Co. © 8Sep55; KK110044.

From where I sit, nothing does it
like Seven-Up. Soft drink. (In
Better homes & gardens, Nov. 1955,
p.26) Appl. author: J. Walter
Thompson Co. © 20Oct55; KK111521.

Get more fun out of your holiday.
Get plenty of Seven-Up, the all
family fresh-up drink. (In
St. Paul pioneer press, June 30,
1955, p.16) Appl. author:
J. Walter Thompson Co. © 30Jun55;
KK109777.

How cool can a guy get? Nothing
does it like Seven-Up. Soft
drink. (In Life, Aug. 8, 1955,
p.33) Appl. author: J. Walter
Thompson Co. © 5Aug55; KK109830.

Let's face it, nothing does it like
Seven-Up. Soft drink. (In Look,
July 12, 1955, p.3 of cover)
Appl. author: J. Walter Thompson
Co. © 28Jun55; KK108407.

Planning a week-end picnic? Get
plenty of Seven-Up, the all-family
fresh-up drink. (In St. Paul dis-
patch, July 27, 1955, p.31) Appl.
author: J. Walter Thompson Co.
© 27Jul55; KK109600.

Please them all at your party and
tricks 'r treats callers, too,
get plenty of Seven-Up, the all-
family fresh-up drink. Hallowe'en
coming up. (In St. Paul dispatch,
Oct. 26, 1955, p.58) Appl. au-
thor: J. Walter Thompson Co.
© 26Oct55; KK111522.

To get more sparkle from your morn-
ing break, nothing does it like
Seven-Up. Soft drink. (In Look,
Nov. 15, 1955, p.3 of cover)
Appl. author: J. Walter Thompson
Co. © 1Nov55; KK111513.

Why we have the youngest customers
in the business. Soft drink.
(In Ladies' home journal, Sept.
1955, p.32) Appl. author:
J. Walter Thompson Co. © 30Aug55;
KK110045.

You're just 23 seconds from this
great new Collins. Soft drink.
(In Esquire, Sept. 1955, p.24)
Appl. author: J. Walter Thompson
Co. © 9Aug55; KK109831.

SEVRENS, F. E. & A. C. PIERGE d.b.a.
PRESS-TRIBUNE. SEE Press-Tribune.

SHAKESPEARE CO. ©
In the rods, in volume, in profit,
you can feel the difference.
Shakespeare, fiber glass, Won-
derods. Fishing tackle. (In The
Sporting goods dealer, Sept. 1955,
p.60-61) Appl. author: Edward S.
Lanning. © 8Sep55; KK111320.

Now, Shakespeare meets your needs
for all types of spinning reels.
(In Sporting goods products,
Sept. 1955, p.6-7) Appl. author:
Edward S. Lanning. © 15Sep55;
KK111321.

SHAW-WALKER.
Shaw-Walker office guide; every-
thing for the office except ma-
chines. 284 p. © Shaw-Walker
Co.; 1Jun55; KK108444.

SHAW-WALKER CO. SEE Shaw-Walker.

SHEA, VINCENT BANCROFT t.a. DA VINCI
LINE. SEE Da Vinci Line.

SHEAFFER (W. A.) PEN CO. ©
All you do is pick the occasion;
give Sheaffer's new Snorkel pen.
(In Coronet, June 1955, p.4 of
cover) Appl. author: Russel M.
Seeds Co., Inc. © 10May55;
KK112238.

Christmas is a family affair.
Christmas list. Sheaffer's new
Snorkel pen. (In Collier's,
Dec. 10, 1954, p.5) Appl. au-
thor: Russel M. Seeds Co., Inc.
© 5Dec54; KK112245.

For an extra special thank you.
Sheaffer's new Snorkel pen. (In
The National geographic magazine,
Nov. 1954, p.4 of cover) Appl.
author: Russel M. Seeds Co., Inc.
© 25Oct54; KK112239.

For life's proudest moments,
Sheaffer's new Snorkel pen. (In
Better homes & gardens, June 1955,
p.4 of cover) Appl. author:
Russel M. Seeds Co., Inc.
© 25May55; KK112241.

Guaranteed to write five times
longer, the brand new Fineline
500, retractable ballpoint pen.
(In Collier's, May 14, 1954, p.7)
Appl. author: Russel M. Seeds Co.,
Inc. © W. A. Sheaffer Pen Co.

(in notice: Fineline, a division
of W. A. Sheaffer Pen Co.);
9May54 (in notice: 1953); KK112242.

How Chuck's Fineline pen got him in
the movies. (In Dell comic group
(Roy Rogers comics), Sept. 1954,
p.4 of cover) Appl. author:
Russel M. Seeds Co., Inc. © W. A.
Sheaffer Pen Co. (in notice: Fine-
line, a division of W. A. Sheaf-
fer Pen Co.); 10Aug54; KK112233.

Seems like only yesterday; on your
graduation, we're proud of you.
Fills the modern way, no dunking
... Sheaffer's new Snorkel pen.
(In The National geographic maga-
zine, May 1955, p.4 of cover)
Appl. author: Russel M. Seeds Co.,
Inc. © 24Apr55; KK112237.

Seems like only yesterday; on your
graduation, we're proud of you.
World's only clean filling pen.
Sheaffer's new Snorkel pen. (In
Collier's, May 28, 1954, p.2 of
cover) Appl. author: Russel M.
Seeds Co., Inc. © 23May54;
KK112246.

Seems to help you think, Sheaffer's
new Snorkel pen. (In The National
geographic magazine, Sept. 1954,
p.4 of cover) Appl. author:
Russel M. Seeds Co., Inc.
© 25Aug54; KK112235.

Sheaffer's Skrip makes any pen write
better, last longer. [Black and
white ad] Writing fluid. (In
Today (The Philadelphia inquirer
magazine), Mar. 27, 1955, p.39)
Appl. author: Russel M. Seeds Co.,
Inc. © 23Mar55; KK112243.

Sheaffer's Skrip makes any pen write
better, last longer. [Color ad]
Writing fluid. (In This week
magazine, Mar. 20, 1955, p.19)
Appl. author: Russel M. Seeds Co.,
Inc. © 16Mar55; KK112244.

Work's done, out for fun, it's a
breeze with Sheaffer's new Snorkel
pen. (In Coronet, Sept. 1954,
p.4 of cover) Appl. author:
Russel M. Seeds Co. © 10Aug54;
KK112234.

World's finest pen, yet not a costly
gift, Sheaffer's new Snorkel pen.
Words can never say what a gift of
Sheaffer's conveys. (In The
National geographic magazine, May
1954, p.4 of cover) Appl. author:
Russel M. Seeds Co., Inc.
© 24Apr54; KK112236.

World's finest pen, yet not a costly
gift, Sheaffer's new Snorkel pen.
Words can never say what a Sheaf-
fer gift conveys. (In Coronet,
June 1954, p.4 of cover) Appl.
author: Russel M. Seeds Co., Inc.
© 10May54; KK112240.

SHELDON (E. H.) EQUIPMENT CO. ©
Sheldon educationally correct, total
experience, science furniture cat-
alog. 1955 ed. 74 p. © 20Jun55;
KK109778.

SHELL OIL CO. ©
Bubble trouble simplified. Shell
research products. (In The Satur-
day evening post, June 25, 1955,
p.2) Appl. author: J. Walter
Thompson Co. © 22Jun55; KK109451.

Can you identify these famous cups?
Dixie. Shell research products.
(In The Saturday evening post,
May 28, 1955, p.2) Appl. author:
J. Walter Thompson Co. © 25May55;
KK108523.

SHELL OIL CO. © Cont'd.

Clean as a [whistle] A new Johnson's wax product, Jubilee ... Shell research products. (In The Saturday evening post, Nov. 12, 1955, p.2) Appl. author: J. Walter Thompson Co. © 9Nov55; KK112925.

Forecast: Rainy, but clear sailing. Shell research products. (In The Saturday evening post, Sept. 17, 1955, p.2) Appl. author: J. Walter Thompson Co. © 14Sep55; KK110240.

Take a number. Shell research products. (In The Saturday evening post, Aug. 20, 1955, p.2) Appl. author: J. Walter Thompson Co. © 17Aug55; KK110242.

When the thermometer tumbles 100°F in 2 seconds. Shell research products. (In The Saturday evening post, July 23, 1955, p.2) Appl. author: J. Walter Thompson Co. © 20Jul55; KK109452.

SHELLER, WESLEY, MURRELL STEIHL, WILLIAM SHOPPMAN d.b.a. BOOM-O-RING TOY CO. SEE Boom-O-Ring Toy Co.

SHELTON CASUALS. ©

Carefree is the word for your nylon jersey, Shelton Stroller. Dresses. (In Ladies' home journal, Nov. 1953, p.184) © 20Nov53; KK109394.

SHERMAN PAINT PRODUCTS CO., division of TOBIAS PAINT MANUFACTURING CO. SEE Tobias Paint Manufacturing Co.

SHINE MAGIC CO. ©

Amazing shine discovery, Shine Magic's Instant Kiddie Shine with magic Vivicolor, shines & renews children's shoes instantly. Label. Appl. author: A. Y. Schultz. © 1Nov55; KK112920.

SHIREY, PAUL WOODROW. ©

Red's combination cleaner and polish that lasts longer. Label. © 26Jul54; KK110915.

SHOEMAKER, ALLISON POWELL, JR. d.b.a. RAMPOW WORM FARM. SEE Rampow Worm Farm.

SHOPPMAN, WILLIAM, WESLEY SELLER, MURRELL STEIHL d.b.a. BOOM-O-RING TOY CO. SEE Boom-O-Ring Toy Co.

SHORELINE ENTERPRISES OF AMERICA. ©

Sea, split shell, easy peel, shrimp; frozen. Net shrimp wt. 12 oz. Label. Appl. author: James Nash. © 19Jul55; KK111050.

SHOW-HOUSE.

Best in the house. Home products. (In Good housekeeping, Nov. 1954, p.28-29) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 21Oct54; KK108633.

Best in the house. Six ways to primp and pamper your home. Home products. (In Good housekeeping, Sept. 1955, p.38-39) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 18Aug55; KK111547.

Best in the house. This is the get set season. Home products. (In Good housekeeping, Oct. 1955, p.46-47) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Sep55; KK111551.

Show-House to better your home living. Fix up and fix over your home. Home products. (In The Saturday evening post, Sept. 10, 1955, p.154-155) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 10Sep55; KK110070.

To better your home living. A house designed around a kitchen. Home products. (In The Saturday evening post, June 11, 1955, p.8-9) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 11Jun55; KK108647.

SHOWPIECE RINGS. ©

Showpiece Hi-Value interlocking diamond rings. Folder. Appl. author: Hyman A. Massover. © 1Jul55; KK109486.

SHULMAN, MAX. ©

On campus, with Max Shulman. Adventures in social science, no.1. Philip Morris cigarettes. (In Targum, Rutgers University, Oct. 26, 1955, p.2) Appl. author: Biow-Beirn-Toigo, Inc. © 26Oct55; KK111985.

On campus, with Max Shulman. Anyone for football? Philip Morris cigarettes. (In Daily sun, Cornell University, Sept. 28, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 28Sep55; KK112269.

On campus, with Max Shulman. Great cap and gown controversy. Philip Morris cigarettes. (In Targum, Rutgers University, May 3, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 3May55; KK108970.

On campus, with Max Shulman. Hurray for the red, white and gold. Philip Morris cigarettes. (In The Daily Princetonian, Princeton University, Oct. 7, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 7Oct55; KK112271.

On campus, with Max Shulman. Love in reverse. Philip Morris cigarettes. (In The New Hampshire, University of N. H., Apr. 15, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 15Apr55; KK108969.

On campus, with Max Shulman. Once more unto the breach. Philip Morris cigarettes. (In Daily herald, Brown University, Sept. 21, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 21Sep55; KK112268.

On campus, with Max Shulman. Strike up the band. Philip Morris cigarettes. (In The New Hampshire, University of N. H., Oct. 27, 1955, p.3) Appl. author: Biow-Beirn-Toigo, Inc. © 27Oct55; KK112544.

On campus, with Max Shulman. Sumer is icumen in. Philip Morris cigarettes. (In Spectator, Columbia University, May 4, 1955) Appl. author: Biow-Beirn-Toigo, Inc. © 4May55; KK108971.

SILHA, ELMER, EDWARD H. LARSON & NELSON J. MCMAHON composing the firm ELMORENE CO. SEE Elmorene Co.

SILHA, ELMER, NELSON J. MCMAHON & EDWARD H. LARSON composing the firm DONALD EDWARDS PHARMACEUTICAL CO. SEE Edwards (Donald) Pharmaceutical Co.

SIMMONS CO. ©

Can an old mattress hurt your rest? Beautyrest. (In Reader's digest, Sept. 1955, p.13) Appl. author: Young & Rubicam, Inc. © 25Aug55; KK111501.

Get the inside story and you'll get the new Beautyrest. Mattresses. (In Cleveland plain dealer, Sept. 11, 1955, p.63-D) Appl. author: Young & Rubicam, Inc. © 11Sep55; KK110923.

Just what the doctor (and the decorator) ordered, new Beautyrest chairs. (In House & garden, Dec. 1955, p.10) Appl. author: Young & Rubicam, Inc. © 20Nov55; KK112716.

Never before sofa-beds so graceful. New off-the-floor Hide-A-Bed sofas. (In Ladies' home journal, Oct. 1955, p.32) Appl. author: Young & Rubicam, Inc. © 29Sep55; KK111659.

New, improved Beautyrest gives single-bed comfort in a double bed. Mattresses. (In The American weekly, Oct. 23, 1955, p.16-17) Appl. author: Young & Rubicam, Inc. © 23Oct55; KK111658.

Newly designed Hide-A-Bed sofa with the beauty and comfort of a luxury sofa. (In Ladies' home journal, Aug. 1955, p.30) Appl. author: Young & Rubicam, Inc. © 28Jul55; KK110503.

Now a heavyweight husband and a lightweight wife get individual comfort on new Beautyrest. Mattresses. (In Honolulu star-bulletin, Nov. 11, 1955, p.6) Appl. author: Young & Rubicam, Inc. © 11Nov55; KK112712.

Now a 220-lb. husband and a 102-lb. wife get individual comfort on new Beautyrest. Mattresses. (In The Pittsburgh press, Sept. 25, 1955, section 1, p.24) Appl. author: Young & Rubicam, Inc. © 25Sep55; KK111660.

Now more than ever, firmness and comfort on the brand-new better-than-ever Beautyrest with F. A. C. Mattresses. (In Living for young homemakers, Aug. 1955, p.8-9) Appl. author: Young & Rubicam, Inc. © 22Jul55; KK112401.

Now, Simmons does the impossible, makes Beautyrest even better. Mattresses. (In Living for young homemakers, May 1955, p.54-55) Appl. author: Young & Rubicam, Inc. © 22Apr55; KK111657.

Now 2 beds in 1 sofa. Simmons Ambassador, new twin-bed Hide-A-Bed. (In Better homes & gardens, Nov. 1955, p.20) Appl. author: Young & Rubicam, Inc. © 26Oct55; KK112718.

Save on Simmons' National 85 mattress. (In Life, Aug. 8, 1955, p.59) Appl. author: Young & Rubicam, Inc. © 4Aug55; KK110502.

See the new luxury-sofa Hide-A-Bed; as lovely as luxury-priced sofas. (In Ladies' home journal, June 1955, p.159) Appl. author: Young & Rubicam, Inc. © 31May55; KK108512.

Time to retire your old mattress. Brand-new Beautyrest, with F. A. C., offers healthier rest than ever. (In The Saturday evening post, June 18, 1955, p.62-63) Appl. author: Young & Rubicam, Inc. © 15Jun55; KK108513.

Two can sleep together in separate comfort, with new improved Beautyrest. Mattresses. (In Life, Oct. 31, 1955, p.22-23) Appl. author: Young & Rubicam, Inc. © 27Oct55; KK112717.

- 220-lb. husband and 102-lb. wife get independent rest with new improved Beautyrest. Mattresses. (In Living for young homemakers, Sept. 1955, p.16-17) Appl. author: Young & Rubicam, Inc. © 22Aug55; KK110924.
- What the bedding business needs is a traffic cop. Beautyrest mattresses. (In Retailing daily, Aug. 10, 1955, p.10-11) Appl. author: Young & Rubicam, Inc. © 10Aug55; KK110504.
- Which type are you? Now, Simmons makes the best mattress even better, brand-new Beautyrest with F. A. C. (In Life, May 2, 1955, p.91-93) Appl. author: Young & Rubicam, Inc. © 28Apr55; KK111656.
- SIMON, ETHEL & IDA SIMON t.a. SIMON SIMPLE CRAFT & TOY CO. SEE Simon Simple Craft & Toy Co.
- SIMON, IDA & ETHEL SIMON t.a. SIMON SIMPLE CRAFT & TOY CO. SEE Simon Simple Craft & Toy Co.
- SIMON SIMPLE CRAFT & TOY CO.
Simon Simple Jewel-It Collection. No.310. Craft kit. Label. © Ethel Simon & Ida Simon t.a. Simon Simple Craft & Toy Co.; 29May55; KK109335.
- SIMONIZ CO. ©
Dejected is Dunkle, it is his dreadful loss that he gets nothing more from car polish, but gloss. Moral: Use new liquid Bodygard ... easy wipe-on wax ... (In The Saturday evening post, July 17, 1954, p.82) Appl. author: Tatham-Laird, Inc. © 17Jul54; KK109817.
- You can have \$5,000 cash. Simoniz \$10,000, easy money, easy method, contest. Simoniz Liquid Kleener; Simoniz paste for cars. (In Chicago tribune magazine, Apr. 25, 1954, p.52) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Apr54; KK110306.
- SINGER MANUFACTURING CO. ©
Dry cleaners, laundries, Singer has the machines you need for fast button replacement. (In Starch-room laundry journal, Jan. 15, 1954, p.15) © 15Jan54 (in notice: 1953); KK109703.
- Join the fun. 2 big sewing contests. The 1955 Singer junior dressmaking contests. Singer sewing machines. (In Seventeen, Apr. 1955, p.155) © 1Apr55; KK111057.
- Now's the time for girls to enter Singer junior dressmaking contests. Singer sewing machines. (In The Girl Scout leader, June 1955, p.2 of cover) © 9May55; KK111058.
- The product of continued Singer research, Singer series 52 and 53 electric transmitters. Form no. 1025MT(655) Sewing machines. Folder. © 3Jun55; KK108336.
- Put this on your Singer, and do decorative stitching automatically. It's the astounding new automatic Zigzagger. (In Life, Apr. 18, 1955, p.82) © 15Apr55; KK109031.
- Singer automatic swing-needle machine head no.306W25, with full electrical equipment. NA2369 H-12(455) Sheet. © 28Jun55; KK109171.
- Singer BZK4-8 motor, showing points of wear. Form 20779 (1055) Motor parts for family sewing machines. Sheet. © 20Dec55; KK112867.
- Singer BZ3, BZ7 and BZ8 motors, showing points of wear. Form 20228, revised (1055) Motor parts for family sewing machines. Sheet. © 20Dec55; KK112863.
- Singer class 253 high speed two-thread chainstitch machines. Form no.1021MT(555) Folder. © 9Jun55; KK108335.
- Singer class 246 high speed over-edges with fully automatic lubrication. Sewing machines. (In Lingerie merchandising, May 1955, p.59) © 12May55; KK109705.
- Singer instructions for affixing casters to shoe truck, serial 195534. Form 3350 MT(755) Sheet. © 31Jul55; KK109704.
- Singer 99K28 [sewing] machine parts, showing points of wear. Form 20778 (1055) Sheet. © 20Dec55; KK112866.
- Singer 118w4, single needle lock-stitch, hemstitching machine. Form no.1015 (555) Folder. © 3Jun55; KK108334.
- Singer posture chair no.100265. NA2369 W-8(455) Sheet. © 28Jun55; KK109172.
- Singer S-4 vacuum cleaner parts, showing points of wear. Form 20806 (1055) Sheet. © 20Dec55; KK112868.
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The swing is to Custom-Bilt, by Southern, the finest in food serving equipment. (In Institutions, Apr. 1954, p.44) © 1Apr54; KK111200.

SOUTHERN SUPPLY CO. ©

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Tinkertoy direction book for major or grad Tinkertoy showing color with a purpose. 12 p. Appl. author: John H. Wright. © Toy Tinkers division of A. G. Spalding & Bros., Inc.; 1Mar55; KK109938.

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Startex decorator toweling. Label. Appl. author: Koodin-Lapow Associates. © Startex Mills, a division of Spartan Mills; 9Aug55; KK110820.

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Happy birthday. Chevrolet. [Signed] M. Matkovich. Automobile. Greeting card. © Mario Pastrone d.b.a. Specialized Business Services; 20Jan55; KK109514.

I hate to bother you again, but do you know of anyone who wants to buy a ... Chevrolet ... Solicitation card. © Mario Pastrone d.b.a. Specialized Business Services; 20Jan55; KK110364.

I'll go anywhere to sell a new Chevrolet. Solicitation card. © Mario Pastrone d.b.a. Specialized Business Services; 20Jan55; KK110363.

Just looking for a prospect. Do you know anyone who wants to buy a new Chevrolet ... Solicitation card. © Mario Pastrone d.b.a. Specialized Business Services; 20Jan55; KK110365.

Season's greetings. Corvette. [Signed] M. Matkovich. Automobile. Greeting card. © Mario Pastrone d.b.a. Specialized Business Services; 20Jan55; KK109513.

SPECIALTY ADVERTISING SERVICE, INC. ©

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Free ad mats, free booklets, free publicity material. Bulk feed trucks. Folder. © Sprout, Waldron & Co., Inc., Bulk Truck Division; 16Nov55; KK111836.
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A consumer knows Squirt because all Squirt advertising ties together in the local market. Soft drink. (In The American bottler, June 1955, p.125) © 3Jun55; KK109112.
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- If sweet soft drinks leave you thirsty, switch to Squirt, never an after-thirst. (Magnolias on patio; bottle & glass) Non-alcoholic beverages. (In Look, May 31, 1955, p.109) © 12May55; KK108354.
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- STONE, N. G., S. Z. GORDON & MELVIN J. GORDON composing the firm MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.
- STOREY, ALFRED A., sole owner, C-R-I CONTROL CO. SEE C-R-I Control Co.

STORZ BREWING CO. ©

Ask for bitter-free Storz, America's light, refreshing beer. (In Hershey enterprise, Hershey, Neb., May 5, 1955, p.7) Appl. author: Bozell & Jacobs, Inc. © 5May55; KK108786.

Enter the Storz \$2500 fishing contest. Storz, America's light, refreshing beer. (In Evening world-herald, Omaha, May 4, 1955, p.21) Appl. author: Bozell & Jacobs, Inc. © 4May55; KK108790.

Everyone agrees it's bitter-free Storz, America's light, refreshing beer. (In Evening world-herald, Omaha, May 31, 1955, p.17) Appl. author: Bozell & Jacobs, Inc. © 31May55; KK108788.

Make mine bitter-free Storz, America's light, refreshing beer. (In Evening world-herald, Omaha, May 17, 1955, p.19) Appl. author: Bozell & Jacobs, Inc. © 17May55; KK108791.

Serve bitter-free Storz, America's light, refreshing beer. (In Hershey enterprise, Hershey, Neb., May 26, 1955, p.7) Appl. author: Bozell & Jacobs, Inc. © 26May55; KK108789.

Try bitter-free Storz, America's light, refreshing beer. (In Hershey enterprise, Hershey, Neb., May 19, 1955, p.7) Appl. author: Bozell & Jacobs, Inc. © 19May55; KK108787.

STOW MANUFACTURING CO. ©

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Gain the economy of designing and building your own equipment ... with this time and money saving Structo System. Pamphlet. © Structo System, Inc.; 1Feb55; KK108548.

STURDIVANT SUPPLY CO. ©

Texstar carbon remover, upper cylinder lubricant. Contents one quart. Label. Appl. author: Hollis H. Sturdivant. © 15Jun55; KK108520.

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SULLIVAN, FRANK P. d.b.a. CUSTOMCRAFT WOOD PRODUCTS CO. SEE Customcraft Wood Products Co.

SUNBEAM CORP. ©

Electric frying pan. 55-2087. D-5279. Photo. Appl. author: J. Delbert Long. © 22Sep55; KK110865.

Lady Sunbeam Shavemaster. (Electric shaver) 55-1542-2. D-5220. Photo. Appl. author: J. Delbert Long. © 21Apr55; KK108800.

New Sunbeam, the only self-propelled rotary mower, with free wheeling and selective transmission. (In The Saturday evening post, Apr. 16, 1955, p.131) Appl. author: Albert E. Widdifield. © 12Apr55; KK112322.

Only Sunbeam Shavemaster has the big, smooth single head. D-5226. Ad R-149N. (In The Saturday evening post, June 11, 1955, p.121) Appl. author: Albert E. Widdifield. © 7Jun55; KK109021.

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SUNELEC, INC. ©

Sunelec brings the sun into your home. Heating units. Folder. © 20Oct55; KK111480.

SUNSHINE PACKERS, INC. ©

Sun Fresh Florida orange juice. Contents 1 qt. 14 fl. ozs. Label. © 12May55; KK108475.

SUPER MARKET INSTITUTE, INC. ©

Advertising-promotion service. Prepared with the cooperation of McCall's magazine. Pamphlet. Appl. author: McMahon & Morse. Aug. 1955. © 30Jun55; KK108549.

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SYRACUSE ORNAMENTAL CO., INC. ©

America's fastest selling decorative wall clock, Syroco Sunburst. (In The Jewelers' circular-keystone, Sept. 1955, p.184) Appl. author: Moser & Cotins, Inc. © 5Sep55; KK109998.

Another Syroco success story. No. 3080 clock; no.3050 barometer. Appl. author: Moser & Cotins, Inc. © 14Oct55; KK111577.

At the shows see new barometers, new clocks, Syroco, the market's most elegant, most salable designs. (In The Gift & art buyer, Sept. 1955, p.13) Appl. author: Moser & Cotins, Inc. © 12Sep55; KK110717.

At the shows see new barometers, new clocks; Syroco, the market's most elegant, most salable designs. (In The Jewelers' circular-keystone, July 1955, p.44) Appl. author: Moser & Cotins, Inc. © 28Jun55; KK108617.

Elegance is the buy-word for Syroco. New wall barometers ... clocks ... plaques. (In Retailing daily, June 21, 1955, p.16-17) Appl. author: Moser & Cotins, Inc. © 21Jun55; KK108281.

Elegance is the word for new Syroco barometers and clocks and wall plaques. (In The Gift & art buyer, July 1955, p.12-16) Appl. author: Moser & Cotins, Inc. © 8Jul55; KK109059.

For holiday gift-for-home promotions, Syroco Sunburst, America's fastest selling clock and barometer design. No.3051 Sunburst barometer; no.2781 clock; no.3054 barometer; no.2885 clock. Appl. author: Moser & Cotins, Inc. © 30Oct55; KK110672.

For home fashion time, feature Syroco Sunburst, America's fastest selling clock and barometer design. No.3051 Sunburst barometer; no.2781 clock; no.3054 barometer; no.2885 clock. Appl. author: Moser & Cotins, Inc. © 16Sep55; KK110346.

Have you heard the story about Syroco plaques. (In The Gift & art buyer, May 1955, p.104) Appl. author: Moser & Cotins, Inc. © 10May55; KK108282.

If he's a VIP or a VIP-to-be, he's worth a Syroco gift. Clocks, barometers, wall plaques, no.314 silent butler ash tray. (In Sales management, Sept. 10, 1955, p.53) Appl. author: Moser & Cotins, Inc. © 10Sep55; KK110220.

New and selling, see Syroco wall clocks, barometers ... wall sconces, wall plaques at the shows. (In Retailing daily, July 25, 1955, p.6) Appl. author: Moser & Cotins, Inc. © 25Jul55; KK109827.

9 new clocks and barometers. Syroco. New no.3080 clock; no.3050 barometer. Appl. author: Moser & Cotins, Inc. © 11Jul55; KK109131.

Sales leaders wherever you go. Syroco ... No.3052 compass rose barometer; no.2981 clock. Appl. author: Moser & Cotins, Inc. © 4Nov55; KK112045.

See America's fastest selling decorative accessory line. See Syroco. No.3081 clock; no.3035 sconces. (In Retailing daily, June 23, 1955, p.8) Appl. author: Moser & Cotins, Inc. © 23Jun55; KK108280.

See how sales soar when you feature Syroco wall plaques. No.2964 flying ducks plaque. Appl. author: Moser & Cotins, Inc. © 28Oct55; KK112046.

See new wall groupings, by Syroco. Four seasons wall groupings: No. 3060 dogwood; no.3061 rose; no. 3062 mum; no.3063 holly. Appl. author: Moser & Cotins, Inc. © 19Aug55; KK110344.

Selling because only Syrocwood can offer your accessory-buying customers such elegant accents at such popular prices. No.3082 Empire clock; no.3053 barometer. Appl. author: Moser & Cotins, Inc. © 21Oct55; KK112047.

Swift, prompt shipment all thru December on Syroco clocks, barometers, plaques ... No.3082 Empire clock; no.3053 barometer. Appl. author: Moser & Cotins, Inc. © 7Nov55; KK112044.

Syroco golden gifts for Christmas promotions. No.2925 plate glass mirror; no.2435 R & L sconces. Appl. author: Moser & Cotins, Inc. © 30Oct55; KK110671.

Syroco originals, they blend, they ensemble, they have that elegant trend-setter look. Syroco wall clocks, barometers, plaques, mirrors & sconces. (In Retailing daily, Aug. 15, 1955, section 2, p.49) Appl. author: Moser & Cotins, Inc. © 15Aug55; KK110362.

Syroco wall plaques, dramatic sales-makers for your home fashion time promotions. No.2962 R & L game-cocks. Appl. author: Moser & Cotins, Inc. © 9Sep55; KK110345.

Syroco wall plaques, elegant trophies for home fashion time shoppers. No.3068 pheasant plaque. Appl. author: Moser & Cotins, Inc. © 23Sep55; KK110347.

Syroco wall plaques for a home gift promotion you can crow about. Appl. author: Moser & Cotins, Inc. © 7Oct55; KK111456.

What a show you'll see at Syroco ... Wall plaques ... barometers ... clock designs ... (In The Gift & art buyer, Aug. 1955, p.4 of cover) Appl. author: Moser & Cotins, Inc. © 10Aug55; KK109402.

Whoa, see new Syroco plaques at the show. (In Retailing daily, June 13, 1955, section 1, p.4) Appl. author: Moser & Cotins, Inc. © 13Jun55; KK108279.

Whoa, see new Syroco plaques at the show. No.3066, wild horses ... Appl. author: Moser & Cotins, Inc. © 22Aug55; KK110343.

SUPERIOR FUNERAL SUPPLY CORP. ©
Carnival of values. Mail folder. © 29Aug55; KK109985.

SUPERIOR PLANS. ©
Familiar wheels on the midways, on the highways; which do you call wheel of fortune? Automobile service. Sheet. © Superior Plans, owner Harry Dennis Bradshaw; 6Oct55; KK110957.

We can't grab the brass ring every time. Automobile service. Sheet. Appl. author: Harry D. Bradshaw. © 6Jul55; KK108543.

SUPRA-VITE CORP. ©
Supra Vite Energettes, concentrated food wafers. Net wt. 15 1/4 oz. Label. Appl. author: Nat Bernard. © 10Jun55; KK111494.

SUTHERLAND PAPER CO. ©
Town House brand ice cream. Chocolate. Contents one pint liquid. Label. Appl. author: Clifton T. Wilson. © 2Aug55; KK110089.

T

T & F MARKETING CO., INC. ©
Top Frost chocolate ice cream. One pint liquid. Label. © 12Apr55; KK110992.

TAGG & TAGG.
Easy terms arranged. Facsimile drivers' license. Insurance & bonds. Folder. Appl. author: Joseph Tagg, Jr. © Joseph Tagg & Joseph Tagg, Jr. (in notice: Tagg & Tagg); 2Sep55; KK110549.

TAHITI RECORDS. ©
Beachcomber serenade. Recorded in Tahiti; Hi-Fi. TR-200. W. James Knott, photographer. cNative maiden seated on a beach bench; Phonograph record album. © 31Oct55; KK111687.

TALLER & COOPER, INC. ©
Introducing a private television system for supervising plant and traffic operations; Taller & Cooper industrial television cameras ... Bulletin no.508. Folder. Appl. author: Benjamin Cooper. © 15Sep55; KK111146.

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Place your savings safely through Talman ... The inside story of Talman safety. Pamphlet. © 28Jun55; KK108532.

20 questions answered. Pamphlet. © 28Jun55; KK108531.

TALON EDUCATIONAL SERVICE. ©
4 suspender patterns, as seen in Look ... Fore 'n aft, Pesante, Chevron, Gaiter. Zippers. 2 sheets. © 1Aug55; KK109138.

TAUBMAN (SAMUEL) & CO. ©
Identify your laundry with the Taubman laundry marking pen. Display card. © 16Dec55; KK112323.

TAYLOR (THOMAS) & SONS. ©
The better way is Shugor for fit, for style, for comfort. Shoe goring. (In Leather & shoes, Aug. 13, 1955, p.4 of cover) Appl. author: Ralph A. Parker. © 13Aug55; KK110275.

Concealed Shugor under the tongue ... manufactured by Well-Built Shoe Company. Shoe goring. (In Boot and shoe recorder, July 15, 1955, p.42) Appl. author: Ralph A. Parker. © 1Jul55; KK109056.

Easy to fit, easy to wear, easy to sell, Romeos. Shoe goring. (In Boot & shoe recorder, Aug. 1, 1955, p.99) Appl. author: Ralph A. Parker. © 1Aug55; KK109889.

Fit is assured, comfort is constant with Shugor. Shoe goring. (In Shoe & leather reporter, Aug. 13, 1955, cover) Appl. author: Ralph A. Parker. © 13Aug55; KK110276.

Shugor inspires stunning high styles. Shoe goring. (In American shoe-making, Aug. 3, 1955, p.4 of cover) Appl. author: Ralph A. Parker. © 3Aug55; KK109890.

Straw flatties in elastic and non-elastic straw, a beautiful shoe ... Shugor. (In Boot & shoe recorder, Oct. 15, 1955, p.197) Appl. author: Ralph A. Parker. © 15Oct55; KK112170.

Turtleneck, a real improvement in the Indian moccasin is made possible with Shugor. Shoe goring. (In Boot & shoe recorder, Sept. 15, 1955, p.41) Appl. author: Ralph A. Parker. © 15Sep55; KK112142.

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TECHNIC, INC. ©
Precious metal electroplating data. Specification chart. Card. Appl. author: George T. Metcalf Co. © 17Nov55; KK111859.

TECHNICAL MATERIEL CORP. ©
Sales service bulletin number 118B. Model LFA, low frequency shift adapter. Electronic equipment. (In TMC general catalog of sales service bulletins) © 27Apr55; KK111378.

Sales service bulletin number 171A. Frequency shift simulator, model FSS. Electronic equipment. (In TMC general catalog of sales service bulletins) © 21Oct55; KK111377.

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TELESCOPE FOLDING FURNITURE CO., INC. ©
Director chairs. Folder. Appl. author: Henry J. W. Vanderminden, III. © 11May55; KK108443.

Self-adjusting short fold reclining lounge chair ... for lawns, sun decks, hotels ... Folder. Appl. author: Henry J. W. Vanderminden, III. © 11May55; KK108442.

Self-adjusting short fold reclining lounge chair ... for television, game rooms, patios ... Folder. Appl. author: Henry J. W. Vanderminden, III. © 9May55; KK108441.

TELEVISION TRANSMITTER DEPT., ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

TEROX MANUFACTURING CORP. ©
Terox fiberglass stone veneer. Sierra blend & Indiana grey facings & corners for buildings. Label. Appl. author: Fred E. Denzler. © 1Oct55; KK112042.

TEROX SALES CORP. ©
For old homes, new homes, interiors, Terox is unbeatable. Facing for buildings. (In Chicago sun-times,

TEROX SALES CORP. © Cont'd.

Sept. 11, 1955, p.13) Appl. author: Morris B. Silverman.
© 11Sep55; KK110590.

Here's a completely new and different construction veneer that outperforms stone itself. Terox. (In Chicago sun-times, Aug. 30, 1955, p.15) Appl. author: Morris B. Silverman. © 30Aug55; KK110586.

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It's here. Terox ... Facing for buildings. (In Chicago sun-times, Aug. 23, 1955, p.25) Appl. author: Morris B. Silverman.
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THEODORE H. SEGALL ADVERTISING AGENCY. SEE Segall (Theodore H.) Advertising Agency.

THOMA, EDWIN L. & MABEL V. THOMA forming the partnership 5-WAY COFFEE FASHION. SEE 5-Way Coffee Fashion.

THOMA, MABEL V. & EDWIN L. THOMA forming the partnership 5-WAY COFFEE FASHION. SEE 5-Way Coffee Fashion.

THOMAS C. WILSON, INC. SEE Wilson (Thomas C.) Inc.

THOMAS (S. B.) INC. ©
How to make quick, delicious Thomas' tunaburgers. English muffins. (In The New York times magazine, Sept. 11, 1955, p.58) Appl. author: David B. McCall. © 11Sep55; KK109951.

THOMAS COLLATORS, INC. ©
Now, as never before, cut your collating costs with the all new Thomas collator. (In The Office, Sept. 1955, p.90-91) Appl. author: Wehner Advertising Agency.
© 1Sep55; KK110720.

THOMAS TAYLOR & SONS. SEE Taylor (Thomas) & Sons.

THOMPSON GRINDER CO. ©
Thompson type D surface grinder. Catalog D55. 5 p. Appl. author: Emerson Hadley Mook. © 15Sep55; KK110605.

THOMPSON MEDICAL CO., INC. ©
Itch, amazing new ointment speeds blessed relief in seconds or money back. San-Cura, the modern antiseptic ointment. Card. Appl. author: S. Daniel Abraham. © 1Mar54; KK111261.

Skin itch torturing you? San-Cura, the modern antiseptic ointment. Card. Appl. author: S. Daniel Abraham. © 2Jan53; KK111293.

THOMPSON PRODUCTS, INC. ©
Brief facts about Thompson Products, Inc., a source for nuclear energy components. Folder. Appl. author: Lezius-Hiles Co. © 10Dec55 (in notice: 1956); KK112874.

THUMB-OUT CO.

Thumb-Outs restrain thumb sucking and other hand contacts with the head and chest by your child. Folder. © Thumb-Out Co., solely owned by Berman S. Dunham; 5May55; KK109155.

Thumb-Outs. Restraint for thumb sucking. Label. © Thumb-Out Co., solely owned by Berman S. Dunham; 5May55; KK109156.

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Tiara diamond and jewelry cleaner with lintless drying tissues. Label. © Tiara Chemical Co., solely owned by Samuel N. Keller; 1Aug55; KK111233.

TICK, ISIDOR & WALTER TICK d.b.a. KELLY FOOD PRODUCTS. SEE Kelly Food Products.

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TICONIUM. ©

A bad bite. Dental alloy. Folder. Appl. author: A. J. Griffin.
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TIMKEN-DETROIT AXLE DIVISION, ROCKWELL SPRING & AXLE CO. SEE Rockwell Spring & Axle Co.

TIMKEN-DETROIT BRAKE DIVISION, ROCKWELL SPRING & AXLE CO. SEE Rockwell Spring & Axle Co.

TIME, INC. ©

All the fun and none of the rearing. Life magazine. (In Cleveland news, Aug. 25, 1955, p.10) Appl. author: Young & Rubicam, Inc.
© 25Aug55; KK111211.

Can a child's future be predicted at birth? Life magazine. (In The Boston herald, Sept. 8, 1955, p.18) Appl. author: Young & Rubicam, Inc. © 8Sep55; KK110922.

Choosing from over 3,000 pictures ... Life magazine. (In Daily news, New York, July 28, 1955, p.39) Appl. author: Young & Rubicam, Inc. © 28Jul55; KK109424.

Do you see what these Kansas ladies see? Life magazine. (In Cleveland news, Aug. 18, 1955, p.23) Appl. author: Young & Rubicam, Inc. © 18Aug55; KK111210.

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TIMELY PRODUCTS CO.

Timely furniture template with dimension tables for architect & builder. No.130. Label. © Timely Products Co., Guy B. Wiley, partner; 29Aug55; KK109900.

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The bomb that's built not to explode. Timken fine alloy steel & seamless tubing. (In U. S. news & world report, Aug. 19, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Aug55; KK109563.

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Keeping America on the go with Timken tapered roller bearings. How 2 1/2 million fewer farmers feed 30 million more people. (In The Saturday evening post, Oct. 1, 1955, p.95) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct55; KK111374.

Keeping America on the go with Timken tapered roller bearings. How Western Pacific switched from this sign --, to this sign -- for this sign --. (In The Saturday evening post, Nov. 5, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Nov55; KK112404.

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TIMMER, HAROLD E. & GLENN H. BROWER d.b.a. TRADER PUB. CO. SEE Trader Pub. Co.

TINNERMAN PRODUCTS, INC. © Fastest thing in fastenings, Tinnerman Speed Nuts. Bulletin no. 333-1. 11 p. Appl. author: Meldrum & Fewsmith, Inc. © 15Aug55; KK109515.

Keep your electrical wiring or tubing safely and securely retained with Tinnerman Speed Clips. Folder. Appl. author: Meldrum & Fewsmith, Inc. © 6Dec55; KK112483.

TIP-TOP PRODUCTS CO. © Double Grip ... barrette-clips. Label. Appl. author: Claude Gresham. © 20Jul55; KK108894.

TIRES, INC. © Tires, Incorporated, the only concern of its kind in America ... Labor Day sale ... (In Newsday, Aug. 22, 1955, p.60) © 22Aug55; KK109461.

Tires, Incorporated, the only concern of its kind in America. Never before have we offered such a great variety of tires. (In Daily mirror, New York, Sept. 8, 1955, p.41) © 8Sep55; KK109816.

Tires Incorporated, the only concern of its kind in America. No cash down, tires mounted immediately, a few minutes opens your account, 6 mos. to pay. (In Daily news, New York, Sept. 7, 1955, p.88) © 7Sep55; KK109806.

Tires Incorporated, the only concern of its kind in America. Special purchase, one of the world's most famous tires. (In Daily news, New York, Oct. 5, 1955, p.88) © 5Oct55; KK110613.

TISSUE ASSN., INC. © Guaranteed 480 sheets per ream. The manufacturer of this tissue wrapping paper ... is a member of the Tissue Association, Inc. ... (Warranty label for tissue wrapping paper products, grade nos.: 1, blue; 2, red; 3, yellow; 4, green) © 1Dec55; KK112394.

The manufacturer of this tissue wrapping paper ... is a member of The Tissue Association, Inc. ... (Warranty label for tissue wrapping paper products, grade no.5, gray) © 1Dec55; KK112393.

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC CO. SEE McGraw Electric Co. SEE ALSO McGraw Electric Co., Ltd.

TOBIAS PAINT MANUFACTURING CO. © Blue Boy, formula with titanium, interior, exterior, ready mixed paint in oil; white. 1 gal. U. S. measure. Label. Appl. author: A. I. Tobias. © Blue Boy Paint Products Co., division of Tobias Paint Manufacturing Co.; 31Oct55; KK111433.

Dura-Lux, rubberized alkyd, flat wall paint; white. One gallon U. S. measure. Label. Appl. author: A. I. Tobias. © Barry Paint Co., division of Tobias Paint Manufacturing Co.; 25Oct55; KK111282.

Holland brand, formula with titanium, interior, exterior, ready mixed paint in oil. One gallon U. S. measure. Label. Appl. author: A. I. Tobias. © Tobias Paint Manufacturing Co. (in notice: Holland Paint Co., division of Tobias Paint Manufacturing Co.); 25Nov54; KK111731.

New Scot Land. 1 gallon. Label. Appl. author: A. I. Tobias. © 1Jan55 (in notice: 1954); KK108459.

Sherman, formula lead-zinc-titanium-linseed oil, house paint; white. 1 gal. U. S. measure. Label. Appl. author: A. I. Tobias. © Sherman Paint Products Co., division of Tobias Paint Manufacturing Co.; 31Oct55; KK111432.

TONI CO., a division of GILLETTE CO. SEE Gillette Co.

TOPCO ASSOCIATES, INC. © Food Club pure black raspberry preserves. Net wt. 12 oz. Label. © 7Dec54; KK109670.

Instant Food Club coffee. Net weight 6 oz. Label. © 17May55; KK109673.

Mel-O-Sweet party bridge mix. Net weight 10 oz. Candy. Label. © 1Aug55; KK110513.

TOPPING, J. A. What's my number? Educational game. Sheet. © John A. Topping; 1Aug55; KK110134.

TOPSTONE RUBBER TOYS CO. © Paint-a-Puppet, the puppet with a thousand faces, created by John & Jean Dickinson. Label. Appl. author: John F. Dickinson. © 1Dec54 (in notice: 1955); KK111292.

TOULOUSE, JAMES R. © Bankers thrift stamp. Value 1/2 cent. Merchandising services. © 10Jul55; KK110869.

TOWLE MANUFACTURING CO. © Don't hide your Towle under a bushel, use it. Sterling silver. (In House beautiful, Sept. 1955, p.7) Appl. author: Cunningham & Walsh, Inc. © 18Aug55; KK109459.

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TOY TINKERS division of A. G. SPALDING & BROS., INC. SEE Spalding (A. G.) & Bros., Inc.

TRACEY, WALTER K. © Going great guns. Replicas of historical early American pistols, by Guncrafters. Sheet. © 27Jun55; KK109006.

TRADER PUB. CO. Four games for family automobile trips. Travel-Bingo. Label. © Harold E. Timmer & Glenn H. Brower d.b.a. Trader Pub. Co.; 28Jun55; KK109520.

TRAENKLE (H. & M.) FOOD CO. Delicious as berries and cherries, Kibitzer cheese. 1 oz. net. Label. © Hugo Traenkle d.b.a. H. & M. Traenkle Food Co.; 12May55; KK108376.

Eat tastier food for greater enjoyment, Kibitzer cheese. Net weight 6 oz. Label. © Hugo Traenkle d.b.a. H. & M. Traenkle Food Co.; 12May55; KK108375.

TRAENKLE, HUGO d.b.a. H. & M. TRAENKLE FOOD CO. SEE Traenkle (H. & M.) Food Co.

TRANSOGRAM CO., INC. © Transogram Spin-Wheel dart games. No.3091. Label. Appl. author: Lincoln Reid. © 15Nov54 (in notice: 1955); KK108754.

TRAVEL COURIER, INC. © Announcing a powerful new merchandising and information medium for the travel industry. Cala. Folder. © 1Mar55; KK109119.

TRI-STATE BEVERAGE SALES CO. © Caddy Eldorado, California select, muscatel; port; white port [wines] Net contents 4/5 quart. Label. © 15Nov55; KK112250.

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TRICO PRODUCTS CORP. © This is Cam-O-Matic, the wiper that gets around the wrap-around like a human arm. (In Automotive news, July 25, 1955, p.34-35) Appl. author: J. Walter Thompson Co. © 25Jul55; KK109445.

With the smooth flowing movements of the human arm, Cam-O-Matic gets around the corners of modern wrap-arounds. Windshield equipment. (In Automotive news, Sept. 5, 1955, p.8-9) Appl. author: J. Walter Thompson Co. © 5Sep55; KK110244.

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With the smooth flowing movements of a human arm, Cam-O-Matic swings and turns to wipe around the corners of a modern wrap-around windshield. (In Automotive news, Aug. 15, 1955, p.20-21) Appl. author: J. Walter Thompson Co. © 15Aug55; KK110243.

TROXLER HOSIERY CO. ©

Thunderbird, fine stockings, nylon hosiery. Label. Appl. author: R. A. Troxler. © 2Sep55; KK111191.

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TULLOCH, PAGE.

It's always a puzzle. Advertising mailing piece. Folder. © Page H. Tulloch; 28Sep55; KK111319.

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Tupperware, modern award winning designs, square rounds and round squares. Plastic containers. Sheet. Appl. author: Earl S. Tupper. © Tupper Corp. & Tupperware Home Parties, Inc.; 1Dec55; KK112912.

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Hynes Multi-Pass electric heater for heat transfer fluids and viscous liquids. Series B. Bulletin 102.1. Folder. Appl. author: Edgar Fabian Cohen. © Hynes Electric Heating Division, Turbine Equipment Co.; 19Aug55; KK110348.

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Bourbon. Labels for designating contents of decanters. © Howard S. Tweed d.b.a. Tweed Manufacturing Co.; 30Sep55; KK110965.

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Twilight Star guaranteed diamond rings. 8 p. Appl. author: Hyman A. Massover. © 30Aug55; KK109747.

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Good things go together, Gramercy Park clothes. (In The New York Times magazine, Oct. 30, 1955, p.9) © 30Oct55; KK112159.

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Bunkering facilities. 74 p. Appl. author: Julian Ernst Steyskal. © 16Mar55; KK108270.

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Cup feed, single needle machine for seaming or closing women's and children's full-fashioned sweaters. Style 41300 X. Sheet. Appl. author: Arthur James Feigel. © 27Jun55; KK108843.

Industrial sewing machines engineered by Union Special for more efficient production of automobile upholstery and interiors. Bulletin no.270. Folder. Appl. author: Arthur James Feigel. © 29Aug55; KK110871.

Single needle machine for simultaneous trimming, seaming, binding on dresses, blouses ... and similar products. Style 51200BB. Union Special industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 31Oct55; KK111600.

Single needle, top roller feed, lockstitch machines for plain sewing operations. Styles: 61400 N, 61400 R, 61400 P & 61400 S. Sheet. Appl. author: Arthur James Feigel. © 5Jul55; KK108842.

Top and bottom roller feed lockstitch machines; style 61400 M, style 61400 T for hemming bottoms of trousers ... and for similar operations. Sheet. Appl. author: Arthur James Feigel. © 6Sep55; KK111024.

Two needle machine for simultaneously inserting elastic and hemming tops and legs of women's panties and similar knitted garments. Style 51400 BE. Sheet. Appl. author: Arthur James Feigel. © 8Aug55; KK112396.

Union Special, modern, efficient aids to quality tailoring of men's clothing. Bulletin 263. Folder. Appl. author: Arthur James Feigel. © 5Dec55; KK112397.

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Cinnamon Crisp, by Strietmann. Crackers. Weight 14 1/4 ounces. Label. Appl. author: A. P. Strietmann. © United Biscuit Co.

of America (in notice: Strietmann Biscuit Co., Division of United Biscuit Co. of America); 16May55; KK108315.

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Hydraulic pump test, United States Steel method. Nov. 1955. Lubrication data. Sheet. © National Tube Division, United States Steel Corp.; 8Nov55; KK111880.
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The prevention and treatment of adrenal failure and shock-like states with new injectable Solu-Cortef. No.3 of a series: Acute hypersensitivity reactions. Pharmaceuticals. Folder. © 29Aug55; KK109913.

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Only by Vanity Fair. Slim new slip with princess lines, distinguished by very narrow net panels ... (In Harper's bazaar, Sept. 1955, p.14) Appl. author: Abbott Kimball Co., Inc. © 1Sep55; KK111350.

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Knowledgeable people buy Imperial whiskey and they buy it by the case. Chauffeur carrying case of Imperial whiskey. (In The New Yorker, Dec. 10, 1955, p.84) Appl. author: Robert Eck. © 8Dec55; KK112785.

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It happened yesterday. When a dry cleaner gets excited ... Men's clothing. (In The New York times, June 28, 1955, p.2) © 28Jun55; KK112777.

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Fifty 8 1/2 X 11 annuals with 33 pages for \$190.00; contract for 1956 annual. Sheet. Appl. author: W. F. Walsworth. © 29Jul55; KK110835.

The very finest school annuals for high schools and colleges. Folder. Appl. author: W. F. Walsworth. © 28Jul55; KK110111.

WALT DISNEY PRODUCTIONS. SEE Disney (Walt) Productions.

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WALTER LANTZ PRODUCTIONS, INC. SEE Lantz (Walter) Productions, Inc.

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Family security home buying plan. Folder. Appl. author: William A. Wargo. © Edward H. Wargo & William A. Wargo d.b.a. Wargo Realty; 31Oct55; KK111607.

WARN MANUFACTURING CO. ©
Revolutionize your 4-wheel drive. Warn, automatic, selective drive hubs. Folder. Appl. author: William M. Gail. © 12Sep55; KK110192.

WARNER BROS. CARTOONS, INC. ©
Warner Bros. cartoon cut-outs. Sheets. © 20Jul55; KK110789.

WARNER KNITWEAR, INC. ©
Insurance ... This box contains one dozen first quality garments + one extra first quality garment. Label. © 14Oct55; KK111268.

WARREN (NORTHAM) CORP. ©
Cutex creates the loveliest colors of the season: Cute Tomata, Strike Me Pink, Crazy Daisy. Nail polish. (In Lakewood daily times, Oct. 13, 1955, p.3) Appl. author: J. M. Mathes Advertising, Inc. © 13Oct55; KK111266.

WARREN WEBSTER & CO. SEE Webster (Warren) & Co.

WASHINGTON MUSHROOM INDUSTRIES, INC. ©
Free sample for every package ... flavoring and seasoning products. Sheet. Appl. author: A. T. Lelles. © 5Jul55; KK108454.

WASHINGTON STEEL PRODUCTS, INC. ©
Cabinetmakers' packaging, by Washington. Washington Line: knobs, hinges, pulls ... Sheet. © 1Apr55; KK112553.

Ideas for a more convenient, more beautiful kitchen. Ideas for kitchens. The Washington Line. Cabinet & rolling door hardware ... Folder. © 10Oct55; KK112547.

Increase your cabinet hardware volume with this new Clustre-Pac; self-service display assortment no.702-A ... no.702 Clustre-Pac display ... Sheet. © 15Oct55; KK112549.

Introducing the most unique method of packaging ever presented to the buying public; cabinet hardware, Clustre-Pac, by Washington. Folder. © 25Jun55; KK112548.

It's easy to sell cabinet hardware with the Multiplier Board, by Washington. The jewelry of your home, Washington Line cabinet hardware. Catalog no.701. Sheet. © 15May55; KK112551.

A modern, attention-getting display that inspires sales of Kitch'n Handy cabinet attachments. Nos. 401; 402 displays. Sheet. © Washington Steel Products, Inc. d.b.a. Kitch'n Handy Products; 10Jul55; KK112550.

You'll love the beauty, warmth and utility these wood cabinets will bring to your work saver kitchen. Folder. © 15Mar55; KK112552.

WATERS, MARIE. ©
Central clean filtered air. Cooling system. Sheet. © 28Jun55; KK108783.

WAUKEE ENGINEERING CO. ©
Waukee Carbo-Guard. Waukee Nicarboguard. Bulletin nos. 211, 221. FlO-meters for the precision measurement of gases for heat treating. 2 sheets. Appl. author: Robert C. Onan. © 20Jul54; KK110114.

WAVAL-THERMAL. ©
Regular customized for normal hair, Nutri-Tonic permanent. Contents: 4 fl. oz. waving lotion, 2/3 oz. neutralizer, 65 end-papers. Label. Appl. authors: S. O. Ronk & others. © 5Apr55; KK109909.

WAXED PAPER MERCHANDISING COUNCIL, INC. ©
It isn't a meal without bread. Buy white bread in waxed paper. (For the tantalizing second help taste) (In Life, June 20, 1955, p.104) Appl. author: Ruthrauff & Ryan, Inc. © 20Jun55; KK109677.

WAXED PAPER MERCHANDISING COUNCIL, INC. © Cont'd.

There's nothing like waxed paper.
Buy bread in waxed paper.
© 13Sep54; KK111761.

Waxed paper best protects vitamin enrichment in white bread. (In Family circle, June 1, 1955, p.40) Appl. author: Ruthrauff & Ryan, Inc. © 1Jun55; KK109678.

WAYNE KNITTING MILLS. ©

Be a smart Santa, give her a boxful of beauty, Belle-Sharmer stockings. (In Vogue, Dec. 1955, p.65) Appl. author: John J. Finlay. © 1Dec55; KK112963.

Exciting things happen when you wear perfect-fitting Belle-Sharmer, Leg-Size stockings. (In Harper's bazaar, Sept. 1955, p.112) Appl. author: John J. Finlay. © 1Sep55; KK109961.

Exciting things happen when you wear perfect-fitting Belle-Sharmer, Leg-Size stockings. (In Seventeen, Nov. 1955, p.145) Appl. author: John J. Finlay. © 1Nov55; KK111591.

Exciting things happen when you wear perfect-fitting, Belle-Sharmer Leg-Size stockings. (In Vogue, Oct. 1, 1955, p.85) Appl. author: John J. Finlay. © 1Oct55; KK111201.

Fashion's smartest legs wear Belle-Sharmer, Leg-Size stockings. (In Harper's bazaar, Nov. 1955, p.41) Appl. author: John J. Finlay. © 1Nov55; KK111590.

WEAVER (W. R.) CO. ©

Advanced lens formulas for precision performance, Weaver-Scopes. Telescope sights. (In Western outdoor news, July 22, 1955, p.12) Appl. author: Warren T. Mithoff. © 22Jul55; KK112105.

For accuracy, better vision, dependability, use a model K series 60 Weaver-Scope. Telescope sights. (In Outdoor life, Aug. 1955, p.81) Appl. author: Warren T. Mithoff. © 25Jul55; KK109096.

For accuracy of aim, series 60, model K Weaver-Scopes. Telescope sights. (In Holiday, Nov. 1955, p.137) Appl. author: Warren T. Mithoff. © 19Oct55; KK112655.

For accuracy of aim, series 60 model K Weaver-Scopes, world's most used, most proved scope. Telescope sights. (In Sports illustrated, Aug. 29, 1955, p.50) Appl. author: Warren T. Mithoff. © 26Aug55; KK111675.

For better vision, more accurate shooting. The series 60, model K Weaver-Scopes. Telescope sights. (In Outdoor life, Oct. 1955, p.101) Appl. author: Warren T. Mithoff. © 25Sep55; KK111688.

Make the most of your rifle's accuracy with the series 60, model K, Weaver-Scopes. Telescope sights. (In Outdoor life, Sept. 1955, p.75) Appl. author: Warren T. Mithoff. © 25Aug55; KK110136.

A new 3 power scope, Weaver-Scope, the model K3, series 60. Telescope sights. (In True, Feb. 1955, p.77) Appl. author: Warren T. Mithoff. © 25Jan55; KK112104.

The one complete line of scopes and mounts, Weaver-Scopes, proven profit makers. Telescope sights. (In The Sporting goods dealer,

July 1955, p.136) Appl. author: Warren T. Mithoff. © 15Jul55; KK109200.

See better, shoot better with a Weaver-Scope on your .22. Model B4 or B6. Telescope sights. (In Boys' life, Dec. 1955, p.79) Appl. author: Warren T. Mithoff. © 25Nov55; KK112503.

See better, shoot better with series 60, model K, Weaver-Scopes. Telescope sights. (In Holiday, Oct. 1955, p.75) Appl. author: Warren T. Mithoff. © 21Sep55; KK111890.

See better, shoot better with series 60, model K Weaver-Scopes. Telescope sights. (In Sports illustrated, Sept. 19, 1955, p.61) Appl. author: Warren T. Mithoff. © 16Sep55; KK111673.

Weaver-Scopes, a fine gift for any shooter. Telescope sights. (In Outdoor life, Dec. 1955, p.85) Appl. author: Warren T. Mithoff. © 25Nov55; KK112221.

Weaver-Scopes for the shots that are really tough. Model K4, series 60. Telescope sights. (In Outdoor life, Nov. 1955, p.105) Appl. author: Warren T. Mithoff. © 25Oct55; KK111674.

WEBB LABORATORIES, INC. ©

Tree-Fresh. Chemical compound. Label. Appl. author: Ernest Michael Corrado. © 1Aug55; KK110687.

WEBBER, ROBERT C. d.b.a. WEBBER ENGINEERING CORP. SEE Webber Engineering Corp.

WEBBER ENGINEERING CORP.

Hot or/and cold temperature cabinets for all industrial applications with the famous Webber low and high temperature Cascade systems. Folder. Appl. author: Drennan W. Hart. © Robert C. Webber d.b.a. Webber Engineering Corp.; 26Oct55; KK111744.

WEBER ENGINEERED PRODUCTS, INC.

Choremaster heavy duty garden tiller. Folder. Appl. author: Samuel Schindler. © Choremaster Division, Weber Engineered Products, Inc.; 10Oct55; KK112020.

9 new Choremaster rotary mowers ... Folder. Appl. author: Samuel Schindler. © Choremaster Division, Weber Engineered Products, Inc.; 10Oct55; KK112028.

A tiller for your needs ... Choremaster, garden tillers. Folder. Appl. author: Samuel Schindler. © Choremaster Division, Weber Engineered Products, Inc.; 1Jan55 (in notice: 1954); KK112029.

WEBSTER (WARREN) & CO. ©

Warren Webster transformers ... for 24 volt control circuits. Bulletin B-1001. Sheet. © 15Jul55; KK109024.

Webster Blender. Bulletin B-1622. Heating equipment. Sheet. © 20Sep55; KK110266.

Webster Tru-Perimeter expansion joints for hot water and steam heating. Bulletin B-1620A. Sheet. © 5Jul55; KK108785.

WECO PRODUCTS CO. ©

Free with a Dr. West's child's or youth's brush. Dr. West's Miracle-Tuft toothbrush. (In Look, July 26, 1955, p.23) Appl. author: J. Walter Thompson Co. © 12Jul55; KK109095.

The one and only germ-fighting toothbrush. Dr. West's Miracle-Tuft. (In Life, Oct. 17, 1955) Appl. author: J. Walter Thompson Co. © 14Oct55; KK110987.

The one and only germ-fighting toothbrush ... Dr. West's Miracle-Tuft. (In Puck, the comic weekly, June 26, 1955, section 2, p.7) Appl. author: J. Walter Thompson Co. © 26Jun55; KK108408.

The one and only germ-fighting toothbrush. Here's the toothbrush that not only fights tooth decay and fights bad breath ... Dr. West's Miracle-Tuft. (In Look, Nov. 15, 1955, p.33) Appl. author: J. Walter Thompson Co. © 1Nov55; KK111514.

The one and only germ-fighting toothbrush: 1. Reaches you surgically sterile; 2. Made to stay actively antiseptic; 3. Repels, inhibits or destroys all types of germs ... Dr. West's Miracle-Tuft toothbrush. (In Life, Sept. 26, 1955, p.138-139) Appl. author: J. Walter Thompson Co. © 23Sep55; KK110988.

The one and only germ-fighting toothbrush. You know how reluctant you'd be ... Dr. West's new Miracle-Tuft. (In Look, Oct. 18, 1955, p.18) Appl. author: J. Walter Thompson Co. © 4Oct55; KK111512.

WEINTRAUB BROS. & CO. ©

Salute. Uniforms. Folder. v.11, no.5. © 29Jul55; KK109207.
v.11, no.6. © 23Aug55; KK109635.
v.11, no.7. © 11Oct55; KK111777.

WEISS (ALBERT) & CO. ©

Coming, going, seen everywhere, exciting earrings of handset, imported rhinestones ... (In Vogue, Sept. 15, 1954, p.166) © 15Sep54; KK112151.

WELCH ALLYN, INC. ©

Gifts for the doctor. Medical instruments. Folder. Appl. author: Richards & Webb, Inc. © 15Oct55; KK111734.

Now, a new and superior, direct focusing headlight from Welch Allyn. Folder. Appl. author: Richards & Webb, Inc. © 1Nov55; KK111733.

Welch Allyn advanced design rectal biopsy forceps. Folder. Appl. author: Richards & Webb, Inc. © 1Sep55; KK111670.

WELCO SHOE CORP. ©

Every try-on is a wrap-up. Welco Foamtreads. (In Boot & shoe recorder, Oct. 15, 1955, p.16) © 15Oct55; KK112909.

Here's how to take that load off your achin' feet ... Welco Foamtread ... Slacktators. (In Atlanta daily world, June 16, 1955, p.8) © 16Jun55; KK109287.

You'll never, no, never again, say: my feet are killing me ... Welco Foamtread ... Slacktators. (In Atlanta daily world, June 11, 1955, p.5) © 11Jun55; KK109286.

WEMBLEY, INC. ©

Advertised in The Saturday evening post: Crush it, twist it, knot it, not a wrinkle, the unequalled tie value, Wembley Nor-East Non-Crush. (In Men's wear, Sept. 9, 1955, p.14) Appl. author: Fitzgerald Advertising Agency. © 9Sep55; KK110681.

Black Watch, by Wembley. Neckties. (In Men's wear, Oct. 21, 1955, p.23) Appl. author: Fitzgerald Advertising Agency. © 21Oct55; KK112077.

Bright for fall, Rio Red, by Wembley. Neckties. (In Men's wear, Aug. 5, 1955, p.23) Appl. author: Fitzgerald Advertising Agency. © 5Aug55; KK109667.

Color guide avoids exchanges on gift ties. (In Men's wear, July 8, 1955, p.35) Appl. author: Fitzgerald Advertising Agency. © 8Jul55; KK109665.

Color guide educates clerks in color coordination. Neckties. (In Men's wear, July 22, 1955, p.19) Appl. author: Fitzgerald Advertising Agency. © 22Jul55; KK109875.

Fashion's newest designs in the only true non-crush fabric, Wembley's Nor-East. Neckties. (In Men's wear, Aug. 19, 1955, p.40-41) Appl. author: Fitzgerald Advertising Agency. © 19Aug55; KK109874.

For men who don't like wrinkled ties: crush it, twist it, knot it, not a wrinkle, Wembley Nor-East Non-Crush. (In The Saturday evening post, Oct. 29, 1955, p.3) Appl. author: Fitzgerald Advertising Agency. © 29Oct55; KK112415.

A fresh fashion combination mint and brown, by Wembley. Neckties. (In Men's wear, July 22, 1955, p.17) Appl. author: Fitzgerald Advertising Agency. © 22Jul55; KK109666.

It's new, completely new and a big help to you, the Wembley color guide on every Wembley tie. (In Life, Dec. 12, 1955, p.102-103) Appl. author: Fitzgerald Advertising Agency. © 8Dec55; KK112789.

Leading college under-grads coast-to-coast report Wembley University Repps tops in style. Neckties. (In Esquire's apparel arts, July 1955, p.14-15) Appl. author: Fitzgerald Advertising Agency. © 1Jul55; KK111813.

Millions know Wembley Nor-East ties mean quality far beyond the price. (In Men's wear, June 24, 1955, p.38-39) Appl. author: Fitzgerald Advertising Agency. © 24Jun55; KK108480.

New Empire State offices blend beauty and convenience for the buyer. Bud Lewine; Phil Hoffman. Neckties. (In Daily news record, Apr. 27, 1955, p.24-25) Appl. author: Fitzgerald Advertising Agency. © 27Apr55; KK108649.

New, sports car colors in Wembley ties. (In Sports illustrated, Oct. 17, 1955, p.31) Appl. author: Fitzgerald Advertising Agency. © 17Oct55; KK111812.

The real test of tie quality: crush it, twist it, knot it, not a wrinkle, Wembley Nor-East Non-Crush. (In The Saturday evening post, Sept. 17, 1955, p.3) Appl. author: Fitzgerald Advertising Agency. © 17Sep55; KK112417.

Squares with a flair. Neckties. (In Esquire, Nov. 1955, p.136) Appl. author: Fitzgerald Advertising Agency. © 6Oct55; KK112363.

Summer's fashion colors. Wembley, first name in tie fashion. (In Esquire, June 1955, p.40) Appl. author: Fitzgerald Advertising Agency. © 10May55; KK108473.

Terrazzo weave, another reason to give a Wembley. Neckties. (In Mademoiselle, Dec. 1955, p.24) Appl. author: Fitzgerald Advertising Agency. © 29Nov55; KK112418.

This color guide on every Wembley tie. (In Men's wear, Sept. 9, 1955, p.24) Appl. author: Fitzgerald Advertising Agency. © 9Sep55; KK110680.

The unequalled tie value, crush it, twist it, knot it, not a wrinkle, Wembley Nor-East Non-Crush. (In The Saturday evening post, Nov. 26, 1955, p.3) Appl. author: Fitzgerald Advertising Agency. © 26Nov55; KK112416.

Wembley, the most famous name in neckwear, announces Formally Yours, a new in-stock service on formal wear accessories. (In Men's wear, Nov. 25, 1955, p.24-25) Appl. author: Fitzgerald Advertising Agency. © 25Nov55; KK112790.

Wembley ties in champagne tones. (In Vogue, Dec. 1955, p.43) Appl. author: Fitzgerald Advertising Agency. © 1Dec55; KK112474.

Wembley's color guide assures complete customer satisfaction in tie buying. (In Men's wear, June 24, 1955, p.31) Appl. author: Fitzgerald Advertising Agency. © 24Jun55; KK108481.

WEN-MAC CORP. ©

Wen-Mac Aero-Sonic Turbojet; instruction pamphlet. Model airplane. © 15May55; KK108870.

Wen-Mac automatic self-starter .049 engine; instruction pamphlet. © 1May55; KK108872.

Wen-Mac marine outboard engine; instruction sheet. © 16Mar55; KK108871.

Your Wen-Mac Aeromite action kit. Assembly instructions. Model airplane. Folder. © 15Mar55; KK108873.

WESTERN MACHINERY CO. ©

Wemco, sand preparation machines for top quality sand. Bulletin no. C4-B21. 3 p. Appl. author: William F. Haddon. © 7Nov55; KK111898.

WESTLEY INDUSTRIES.

Scientific Formula X-10 auto polish. Net contents 1 U. S. pint. Label. Appl. author: William K. Westley. © Bev-Rich Products, Inc. d.b.a. Westley Industries; 1Mar55; KK111068.

Westley's Concentrate. Westley's auto polish. Contents one U. S. pint. Label. Appl. author: William K. Westley. © Bev-Rich Products, Inc. d.b.a. Westley Industries; 1Mar55; KK111067.

WESTMORELAND LABORATORIES.

The vitamin-mineral story. Folder. © Benjamin Levy d.b.a. Westmoreland Laboratories; 22Jul55; KK109107.

WESTON, JAMES HENRY, pseud. SEE Frisard, Emile L.

WHIRLPOOL-SEEGER CORP.

Two new additions to Whirlpool's exclusive sales advantages. Automatic washers & dryers. (In Electrical merchandising, Oct.

1955, p.113-116) Appl. author: John Roy Netedu. © Whirlpool Corp.; 10Oct55; KK111983.

We're telling your prospects, talk to the woman who uses a Whirlpool, then see your Whirlpool dealer. Automatic washers & dryers. (In Electrical merchandising, Nov. 1955, p.91-94) Appl. author: John Roy Netedu. © Whirlpool-Seegeer Corp.; 1Nov55; KK111768.

WHISTLER (S. B.) & SONS, INC. ©

Whistler adjustable perforating dies. Catalog no.55. 24 p. Appl. author: H. Earl Close, Comstock & Co. © 16Aug55; KK109910.

WHITEHALL METAL STUDIOS, INC. ©

New Whitehall creations fashioned for the distinctive personality. Poodle. House signs & weather vanes. Sheet. Appl. author: Eric Rasmussen. © 13Jul55; KK109469.

Now, a new adaptation ... Whitehall ladder rest sign with adjustable clamps. Sheet. Appl. author: Eric Rasmussen. © 13Jul55; KK109468.

A sure hit with sports-minded Americans, Whitehall hand crafted designs. Batter. House signs & weather vanes. Sheet. Appl. author: Eric Rasmussen. © 12Aug55; KK109467.

Whitehall house signs. Lamplighter. Folder. Appl. author: Eric Rasmussen. © 22Jul55; KK109470.

WHITEHALL PHARMACAL CO. ©

Asthma and hay fever relief comes in minutes and lasts for hours. Tiny tablet ... Primatene. (In The Albany herald, Albany, Ga., May 16, 1955, p.4) Appl. author: Emile L. Frisard. © 16May55; KK109501.

Asthma formula, used most by doctors, now available without prescription. Stops attacks in minutes ... Primatene. (In Idaho State journal, Pocatello, Idaho, June 13, 1955, p.9) Appl. author: Henry S. Jacobson. © 13Jun55; KK109502.

Asthma formula used most by doctors, now available without prescription, stops attacks in minutes, relief lasts for hours. Primatene. (In Shreveport journal, Shreveport, La., May 11, 1955, p.B7) Appl. author: Emile L. Frisard. © 11May55; KK110396.

Baby doctors use new ointment that instantly stops pain of burns & cuts, fights infection, prevents ugly scarring. Gentle healing ointment ... Sperti ... (In The Journal-gazette, Fort Wayne, Jan. 27, 1955, p.5) Appl. author: Emile L. Frisard. © 27Jan55; KK110398.

Case no.13. Diagnosis: ankle sprain. Medication: Benefax. Results: pain relief for 12 hours. Another example ... reported by doctors ... (In The Evening bulletin, Philadelphia, Feb. 23, 1955, p.29B) Appl. author: John R. Kelly. © 23Feb55; KK111222.

Case no.13. Diagnosis: ankle sprain. Results: pain relief for 12 hours. Case no.13 is just one more example of the dramatic pain relief reported by users of Benefax. (In The Evening bulletin, Philadelphia, Feb. 16, 1955, p.34F) Appl. author: John R. Kelly. © 16Feb55; KK111221.

WHITEHALL PHARMACAL CO. © Cont'd.

Case no.23. Diagnosis: muscle strain. Medication: Benefax. Results: pain relief for 24 hours. (In The Evening news, Harrisburg, Pa., Mar. 7, 1955, p.11) Appl. author: John R. Kelly. © 7Mar55; KK109547.

Case no.89. Diagnosis: bursitis. Medication: Benefax. Results: pain relief for 24 hours. Another example of the dramatic case-history results ... (In The Evening bulletin, Philadelphia, Mar. 21, 1955, p.12H) Appl. author: John R. Kelly. © 21Mar55; KK110400.

Case no.89. Diagnosis: bursitis. Results: pain relief for 24 hours. Case no.89 is just one more example ... (In The Evening bulletin, Philadelphia, Mar. 14, 1955, p.221) Appl. author: John R. Kelly. © 14Mar55; KK110401.

Doctors call warts tumors that should be removed. New compound removes warts without cutting or burning. Compound W. (In The News-sentinel, Fort Wayne, Oct. 17, 1955, p.16) Appl. author: Bernard D. Kahn. © 17Oct55; KK112014.

Doctors find new first-aid substance heals faster than all others tested. New healing ointment instantly stops pain of burns ... Sperti ... (In Democrat & chronicle, Rochester, N. Y., Jan. 27, 1955, p.22) Appl. author: Emile L. Frisard. © 27Jan55; KK110397.

Even doctors don't know why my new face cream gives you new skin beauty in 2 short weeks. Carol Cushing SRF face cream. (In The South Bend tribune, South Bend, Ind., July 25, 1955, p.7) Appl. author: Adele Thomas. © 25Jul55; KK110395.

New liniment penetrates deep, brings immediate relief to muscle aches, pains [and] backache. Heet. (In Paducah sun-democrat, Nov. 14, 1955, p.9) Appl. author: Charles Rabkin. © 14Nov55; KK112534.

New medical discovery instantly stops pain of burns and cuts, fights infectious bacteria. Sperti ointment. (In Toledo blade, May 2, 1955, p.16) Appl. author: Emile L. Frisard. © 2May55; KK112013.

Now, asthma attacks stopped in minutes, relief lasts hours. Science finds tiny, new tablets ... Primatene. (In The Tulsa tribune, Tulsa, Okla., June 6, 1955, p.22) Appl. author: Al Goldman. © 6Jun55; KK109503.

Sunburn pain disappears, smooth tan emerges without peeling or blistering. Science discovers new ointment ... Sperti ... (In The Miami herald, Miami, Fla., Jan. 31, 1955, p.12-A) Appl. author: Emile L. Frisard. © 31Jan55; KK110399.

Sunburn pain disappears, smooth tan emerges without peeling or blistering. Science discovers new ointment ... Sperti ... (In The Phoenix gazette, Phoenix, Ariz., Apr. 18, 1955, p.12) Appl. author: Emile L. Frisard. © 18Apr55; KK110740.

Tiny tablet brings new hope for asthma victims, by James Henry Weston, pseud. of Emile L. Frisard. Primatene. (In The State, Columbia, S. C., May 11, 1955, p.8-A) © 11May55; KK109707.

Your health, by James Henry Weston, pseud. of Emile L. Frisard. Sperti Ointment. (In The South Bend tribune, South Bend, Ind., Mar. 7, 1955, p.18) © 7Mar55; KK110635.

WHITMAN (STEPHEN F.) & SON, INC. © Assorted chocolates. Whitman's pinwheel assortment. One pound net. Label. © 16Jun55; KK108427.

Chocolate thin mints. 6 ozs. net. Label. © 23May55; KK108317.

He remembered. Why don't you? Endorsed by: Deborah Kerr. Whitman's Sampler; chocolates & confections. (In The Saturday evening post, June 26, 1954) © 26Jun54; KK111367.

WHITMAN PUB. CO. ©

Cabbages and Kings card game. No. 4438:29. Label. © 21Jun55; KK109315.

4 picture puzzles; farm. No.5355:49. Label. © 3Jun55; KK110771.

4 picture puzzles; funtime. No. 5355:49. Label. © 3Jun55; KK110770.

4 picture puzzles; things that go. No.5355:49. Label. © 3Jun55; KK110772.

The game of Shopping at the supermarket. No.4721:98. Box wrap label. © 3Mar55; KK110769.

The game of Shopping at the supermarket. Playing board label. © 3Mar55; KK110768.

The game of Junior Executive. No. 4720:98. Playing board wrap. Label. © 27May55; KK109174.

Hawk card game. No.4439:29. Label. © 12Jul55; KK111188.

Ike-A-Doo, Krazy Ikes game and construction set. No.4753:149. Label. © 16May55; KK108993.

Tell-A-Tale picture puzzles. No. 2639:29. Labels. Boys and girls. © 18Apr55; KK108995.

Pets. © 18Apr55; KK108996.

Playtime. © 18Apr55; KK108994.

Tom Wiswell regulation Checkered Board. No.4752:198. Game. Label. © 27May55 (in notice: 1954); KK108272.

WICHITA PRECISION TOOL CO., INC. ©

Are your beds made up like this ... Pil-O-Bar, pillow renovator. Card. Appl. author: R. J. Burke Advertising, Inc. © 16Sep55; KK110258.

Automatically better, model P-2, the Adjusta-Form with automatic controls. Steam-air finisher. Folder. Appl. author: R. J. Burke Advertising, Inc. © 5Jul55; KK108453.

Have you had sickness this winter? Take the ill out of your pillows ... Pil-O-Bar, pillow revitalizer. Sheet. Appl. author: R. J. Burke Advertising, Inc. © Wichita Precision Tool Co., Inc.; 16Sep55; KK110255.

It's housecleaning time for everything. Pil-O-Bar, pillow renovator. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 8Aug55; KK109205.

Pillows cleaned, fluffed, deodorized, by Pil-O-Bar, pillow renovator. Folder. Appl. author: R. J. Burke Advertising, Inc. © 1Jul55; KK108465.

You don't do this, so why do this? Pillows need cleaning, too, have them cleaned ... by Pil-O-Bar, pillow revitalizer. Sheet. Appl. author: R. J. Burke Advertising, Inc. © Wichita Precision Tool Co., Inc.; 16Sep55; KK110257.

You sleep on this every night ... Have your pillows cleaned, fluffed, revitalized, now, by Pil-O-Bar. Sheet. Appl. author: R. J. Burke Advertising, Inc. © Wichita Precision Tool Co., Inc.; 16Sep55; KK110256.

You sterilize my ... but is my pillow clean? Pil-O-Bar, pillow renovator. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 8Aug55; KK109204.

Your pillow is a dust bowl, too. Pil-O-Bar, pillow renovator. Sheet. Appl. author: R. J. Burke Advertising, Inc. © 8Aug55; KK109203.

WICK, G. MALCOLM.

Happy habits for your golf, with these exclusive golf improvements. Folder. © George Malcolm Wick; 21Nov55; KK111987.

WIGEN, HAROLD H. d.b.a. HARAL CO. SEE Haral Co.

WILCO CO. ©

Bif, aerosol, insect bomb, contains pyrethrum. Contents 12 oz. net weight. Label. © 13May55 (in notice: 1954); KK110084.

Bif ant & roach killer ... pressurized insecticide. 12 fl. oz. Label. © 15Jun55 (in notice: 1954); KK110544.

Bif ant & roach spray. Net contents 1 U. S. pt. Label. © 22Dec54; KK109218.

Bif insecticide powder. Net wt. 2 1/2 oz. Label. © 15May55 (in notice: 1954); KK111046.

Luxury suede renewer with silicone. Net contents 4.5 oz. Label. © 10Sep55; KK110912.

Sure Fire motor starting fluid. Contents 12 fluid ozs. Label. © 1Jul55; KK110039.

Wilco all-purpose cleaner. Contents one U. S. gallon. Automotive. Label. © 21May55; KK109012.

Wilco white sidewall tire cleaner. Wilco all-purpose household cleaner. Net contents one U. S. pint. Label. © 20Jun55; KK110083.

Wilco windshield washer solvent. Net contents 8 fl. ozs. Label. © 24Aug55; KK110209.

WILCOX-CRITTENDEN DIVISION, NORTH & JUDD MANUFACTURING CO. SEE North & Judd Manufacturing Co.

WILEY, GUY B., partner, TIMELY PRODUCTS CO. SEE Timely Products Co.

WILKINS CO., INC. ©

Wise to choose, safe to use. K-Lens-M, the acknowledged leader in the lens cleaning field. (In National safety news, Oct. 1955, p.68) Appl. author: Ralph R. Wilkins. © 10Oct55; KK110903.

WILLIAM B. COLEMAN CO., INC. SEE Coleman (William B.) Co.

WILLIAM G. SCARLETT & CO. SEE Scarlett (William G.) & Co.

WILLIAM H. WISE & CO., INC. SEE Wise (William H.) & Co., Inc.

WILLIAM J. HARBERS & CO., INC. SEE
Harbers (William J.) & Co., Inc.

WILLIAMS, ROGER F. ©
How to get the most from your Home-
ward outdoor fireplace. Folder.
© 15Jun55 (in notice: 1954);
KK109651.

WILLIAMSBURG PACKING CO., INC. ©
We invite your interest in these
products prepared for you in the
colonial manner. Hams, bacon &
sausage. Folder. © 1Sep55;
KK111231.

WILLIAMSON-DICKIE MANUFACTURING CO. ©
Back to school? Try Dickies, rugged,
authentic, western jeans. (In
Life, Aug. 15, 1955, p.82) Appl.
author: Albert Evans, Jr.
© 15Aug55; KK109749.

Back to school? Try Dickies, snappy,
school shirts and pants. (In Life,
Aug. 15, 1955, p.82) Appl. au-
thor: Albert Evans, Jr.
© 15Aug55; KK109750.

Dickies, action-fitted, work clothes,
if you bend, lift, turn. (In
Life, Sept. 12, 1955, p.144)
Appl. author: Albert Evans, Jr.
© 12Sep55; KK110948.

Wow, three pairs. Dickies Christ-
mas gift slacks. (In Life,
Dec. 5, 1955, p.19) Appl. au-
thor: Albert Evans, Jr. © 5Dec55;
KK112391.

WILLYS MOTORS, INC. ©
Thanks for a wonderful experience
... I'm enjoying an Aero Willys.
Automobiles. Appl. author: Hal
Thurber. © 25Jan54; KK108273.

WILSON (THOMAS C.) INC. ©
New Wilson Torq-Air-Matic, the first
and only air-driven tube expander
drive ... Bulletin no.55. Fold-
er. Appl. author: Jess H. Cloud.
© 31Oct55; KK111603.

WILSON & CO., INC. ©
More beef, now, your dog will prefer
Ideal or your money back. Dog
food. (In Reese River reveille,
Austin, Nev., Sept. 17, 1955)
Appl. author: United States Adver-
tising Corp. © 17Sep55; KK110593.

WILSON RUBBER CO., a division of
BECTON, DICKINSON & CO. SEE Becton,
Dickinson & Co.

WILTON PRODUCTS CO.
For the fun of fishing it's fun to
fish with the new Wipoo 55. Fish
lures. Display card. © Jean C.
Griffith d.b.a. Wilton Products
Co.; 12Jun55; KK109118.

WINDERS, GEORGE & GENE SNEESBY form-
ing the partnership ELECTRIDUCT CO.
SEE Electriduct Co.

WINEGARD CO. ©
Are you suffering from these common
TV diseases? Winegard Color Beam
TV antenna. Sheet. Appl. au-
thor: Kenneth D. Warren.
© 10Nov55; KK111861.

World's most exciting TV antennas,
originals, by Winegard. (In Ra-
dio-electronics, Oct. 1955, p.113)
Appl. author: Kenneth D. Warren.
© 25Sep55; KK110601.

WINFORM NECKWEAR CO. ©
A new way to tie the Windsor knot.
Folder. Appl. author: Lawrence
Rodney Thorpe. © 25Nov55;
KK112376.

WINTER FILM ENTERPRISES. ©
United Christian Artists. Serpent
and the cross. Records, films,
filmstrips. Label. Appl. au-
thor: A. Roane Winter.
© 14Dec55; KK112689.

WINTHROP-STEARNES, INC. ©
Telepaque; gallbladder with Rokitan-
sky-Aschoff sinuses. Pharmaceu-
tical preparation. Post card.
© 13Jul55; KK108877.

Telepaque; normal contracted gall-
bladder, P. A. view. Pharmaceu-
tical preparation. Post card.
© 13Jul55; KK108879.

Telepaque; normal gallbladder,
L. A. O. view. Pharmaceutical
preparation. Post card.
© 13Jul55; KK108878.

WINTHROP'S, INC. ©
Win this amazing new Necchi Super-
nova in Winthrop's \$25,000 con-
test. Sewing machines. (In
Paterson morning call, Paterson,
N. J., Sept. 29, 1955, p.23)
Appl. author: John Winthrop.
© 29Sep55; KK110860.

WISE (WILLIAM H.) & CO., INC. ©
New life and color for every room.
Brand new, illustrated, Complete
book of home decorating. Sheet.
Appl. author: Alan Rosenberg.
© 17Aug55; KK109352.

WISH PRINTED ADVERTISING. ©
Profit calculator. (One setting
profit calculator) Card. Appl.
author: Milton Wish. © 5Aug55;
KK110110.

WISS (J.) & SONS CO. ©
How to make a jingle-bell door trim
and a Christmas tree skirt with
Wiss pinking shears. Pattern no.
129. Appl. author: Ellington &
Co., Inc. © 21Sep55; KK110638.
How to make south of the border
appliques with Wiss pinking shears.
Pattern no.130. Appl. author:
Ellington & Co., Inc. © 6Sep55;
KK110195.

WOMAN'S DAY, INC. ©
She goes out to get Woman's day
because Woman's day goes all out
to bring her the best in creative
hobbies. The A & P magazine.
(In The New Yorker, Sept. 10, 1955,
p.52-53) © 8Sep55; KK109880.

She goes out to get Woman's day
because Woman's day goes all out
to bring her the best in exciting
food ideas. The A & P magazine.
(In The New Yorker, Dec. 3, 1955,
p.82-83) © 1Dec55; KK112309.

She goes out to get Woman's day
because Woman's day goes all out
to bring her the best in features
that promote safety. The A & P
magazine. (In The New Yorker,
Aug. 13, 1955, p.52-53)
© 11Aug55; KK109280.

She goes out to get Woman's day
because Woman's day goes all out
to bring her the best in make-it-
yourself ideas. The A & P maga-
zine. (In The New Yorker, Nov. 5,
1955, p.66-67) © 3Nov55;
KK111550.

She goes out to get Woman's day
because Woman's day goes all out
to bring her the best in prize-
winning art. The A & P magazine.
(In The New Yorker, July 16, 1955,
p.56-57) © 14Jul55; KK108697.

She goes out to get Woman's day
because Woman's day goes all out
to bring her the best in re-deco-
rating ideas. The A & P magazine.
(In The New Yorker, Oct. 8, 1955,
p.76-77) © 6Oct55; KK110666.

WONG, ROBERT & PERCY W. LOY d.b.a.
KUBLA KHAN FOOD CO. SEE Kubla Khan
Food Co.

WOOD (ALBERT) & FIVE SONS, INC. ©
Great Neck Synagogue, Great Neck,
N. Y. Decorative woodwork and
furniture. Sheet. Appl. author:
Moyer Wood. © 1Aug55; KK109224.

WORLD TOY HOUSE, INC. ©
Best for pre-school age, selected
and recommended by the Toy House.
Label. © 1Jun55; KK108483.

WRIGHT & MCGILL CO. ©
Wright & McGill, makers of world
famous, genuine American made,

fishing tackle. Folder. Appl.
author: Stanley M. Wright.
© 11Nov55; KK111877.

WRITING & ART ASSOCIATES. ©
Introducing the Hydrostarter, by
Pre-Flite Equipment, Inc. Jet
aircraft and guided-missile engine
starter. Pamphlet. © 10Jun55;
KK109007.

WYANDOTTE CHEMICALS CORP. ©
Check list for mechanical dishwash-
ing. Detergents. Sheet. Appl.
author: Donald E. Anderson.
© 15Jul55; KK110537.

WYLER & CO. ©
Kold Kup, imitation grape flavor
base. 3 ounces net weight. Soft
drink powder. Label. Appl. au-
thors: Arma S. Wyler & Norbert
Schwarz. © 6Apr55 (in notice:
1953); KK108261.

Lemon flavored drink mix complete
with sugar. 3 ounces net weight.
Label. Appl. authors: Arma S.
Wyler & Norbert Schwarz.
© 13Jul55 (in notice: 1954);
KK110870.

Y

YOGG & CO. ©
Newspaper advertising series for
hotels and restaurants. Bride,
cocktail glass in hand, bridal
bouquet & book, crystal chandelier
designs. Mats. Folder.
© 15Aug55; KK109431.

Newspaper advertising series for
hotels and restaurants. Turkey on
tray, turkey & cape, waiter & tray,
business meetings. Mats. Folder.
© 15Sep55; KK110186.

Z

ZIMMERMANN HOMES, INC. ©
Zimmermann furnished models. (In
The Milwaukee journal, May 15,
1955, pt.7, p.5) Appl. author:
Val Zimmermann. © 15May55;
KK111208.

ZOTOX PHARMACAL CO. ©
At last, an antidote for poison ivy
... Zotox. Proprietary medicine.
(In Ladies' home journal, May 1955)
Appl. author: Dowd, Redfield &
Johnstone. © Zotox Pharmacal Co.,
Inc.; 28Apr55; KK112885.

At last, an antidote for poison ivy
... Zotox. Proprietary medicine.
(In National camp directors'
guide, 1955 ed., p.64) Appl. au-
thor: Dowd, Redfield & Johnstone,
Inc. © 21Mar55; KK112887.

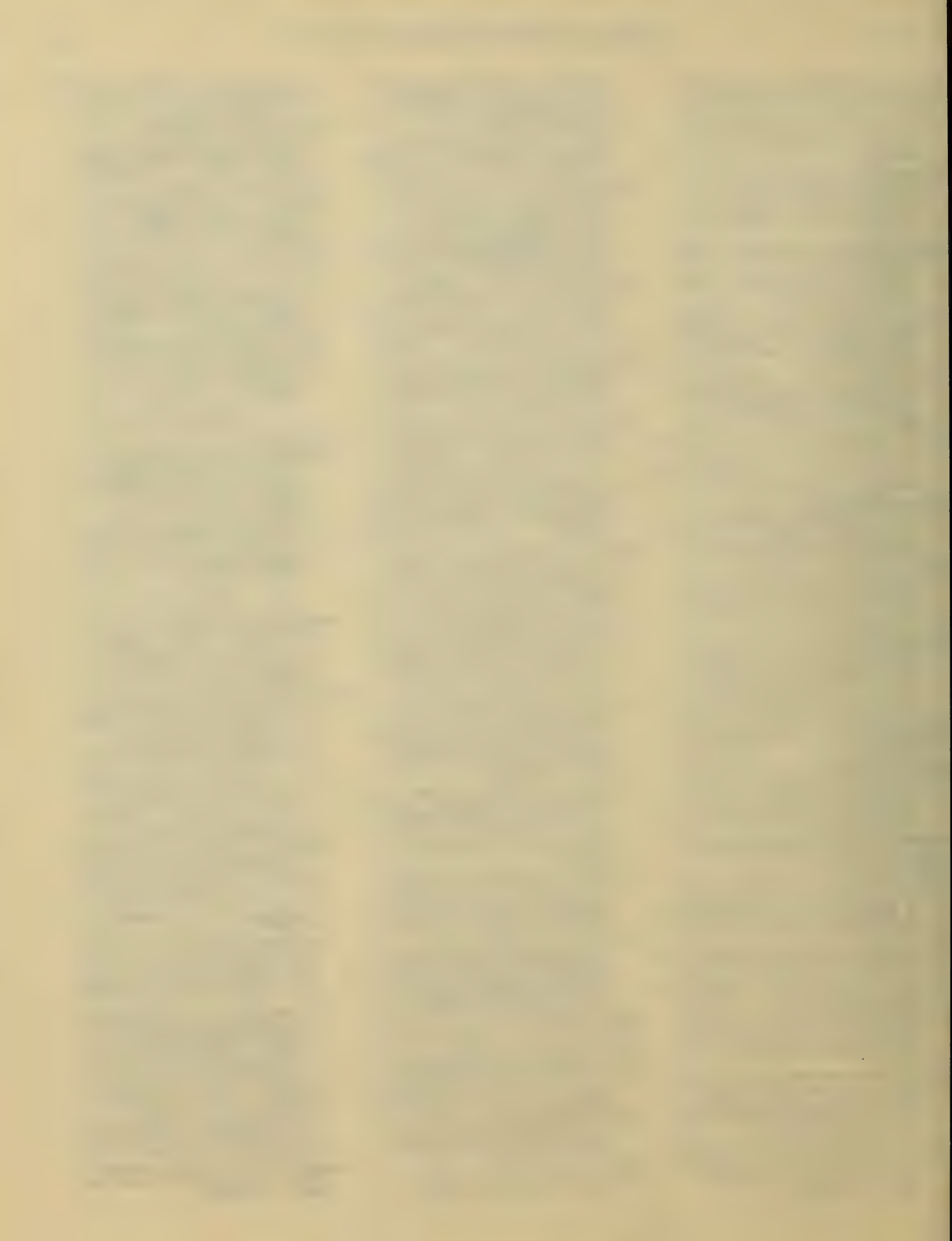
New formula kills roots of athlete's
foot, ringworm and other fungus
infections. Hydrotox. Proprietary
medicine. (In Life, May 16, 1955,
p.121) Appl. author: Dowd, Red-
field & Johnstone, Inc. © Zotox
Pharmaceutical Co., Inc.; 16May55;
KK112883.

New formula kills roots of ringworm,
fungus, athlete's foot ... Hydro-
tox. Proprietary medicine. (In
Sports afield, June 1955) Appl.
author: Dowd, Redfield & Johnstone,
Inc. © 24May55; KK112884.

Way found to destroy roots of ath-
lete's foot, ringworm and other
parasitic fungus growths ...
Hydrotox. Proprietary medicine.
(In R.N., June 1955, p.99) Appl.
author: Dowd, Redfield & John-
stone, Inc. © 1Jun55; KK112886.

Zotox with Zirconium. Medicinal
ointment. (In Drug topics,
Feb. 8, 1954, p.43) Appl. au-
thor: Donn C. Dolan. © Zotox
Pharmaceutical Co., Inc.; 8Feb54 (in
notice: 1953); KK108924.

ZUBRICK, ANTON A., partner, ACTIVE
DISPLAY ADVERTISING CO. SEE Active
Display Advertising.



RENEWAL REGISTRATIONS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal registrations were made during the period covered by this issue. Information relating to both the original and renewal registrations is included in each entry.

- BE WISE. SEE Sherwood Bros., Inc.
- BEST IN COLD WEATHER. SEE Sherwood Bros., Inc.
- CHULA VISTA CITRUS ASSN.
Pontiac. Lemons. © 1Aug28; Label 34812. Chula Vista Citrus Assn. (P); 22Aug55; R154745.
- CLAMP NAIL CO.
The joint everlasting. © 4Feb28; Print 10932. Clamp Nail Co. (P); 20Oct55; R157697.
Steelgrip. © 25Apr28; Print 11141. Clamp Nail Co. (P); 20Oct55; R157696.
- COVERED WAGON. SEE Newcastle Fruit Growers Assn.
- DEVIR, JOSEPH P.
Drink Pep. Beverage. © 17Jul28; Print 11384. Joseph P. Devir (P); 22Jul55; R153281.
- DRINK PEP. SEE Devir, Joseph P.
- EKCO. SEE Jones & Kavanagh Co., Ltd.
- FANCIA. SEE Rialto Orange Co.
- GARROTT CANDY CO.
Peek-A-Boo package. © 25Oct27; Label 33295. Garrott Candy Co. (P); 24Oct55; R157872.
- GREATEST HILL CLIMBER. SEE Sherwood Bros., Inc.
- HARMONY. SEE San Dimas Lemon Assn.
- HEAD AND SHOULDERS ABOVE THEM ALL. SEE Sherwood Bros., Inc.
- HIL-PAK. SEE Hillside Packing Assn.
- HILLSIDE PACKING ASSN.
Hil-Pak. Oranges. © 22Mar28; Label 34027. Hillside Packing Assn. (P); 10Oct55; R157117.
Valley Vista. Oranges. © 22Mar28; Label 34527. Hillside Packing Assn. (P); 10Oct55; R157118.
- HOURLASS. SEE Megs Macaroni Co.
- JACK AND JILL. SEE Junior Food Products Co.
- THE JOINT EVERLASTING. SEE Clamp Nail Co.
- JONES & KAVANAGH CO., LTD.
Ekco. Tomatoes. © 20Dec27; Label 33540. Jones & Kavanagh Co., Ltd. (P); 31Oct55; R158311.
White House. Lettuce. © 20Dec27; Label 33539. Jones & Kavanagh Co., Ltd. (P); 31Oct55; R158310.
- JUNIOR FOOD PRODUCTS CO.
Jack and Jill. Gelatin. © 11Nov27; Label 34065. Junior Food Products Co. (P); 28Oct55; R158302.
Jack and Jill. Gelatin. © 1Jul28; Label 34510. Junior Food Products Co. (P); 14Nov55; R158937.
- KLAUBER WANGENHEIM CO.
Point Loma. Canned corn. © 1Jul28; Label 34830. Klauber Wangenheim Co. (P); 12Jul55; R152899.
- LEADERSHIP. SEE Sherwood Bros., Inc.
- MEGS MACARONI CO.
Hourglass. © 14Dec27; Label 33336. Megs Macaroni Co. (P); 27Jul55; R153574.
Red-Bow. © 30Jul27; Labels 32697; 33053. Megs Macaroni Co. (P); 27Jul55; R153572; 153573.
- MOONSHINE BOTTLING WORKS.
Moonshine. Non-alcoholic beverage. © 9Jan28; Label 34191. Moonshine Bottling Works (P); 30Dec55; R161813.
- MORE MILES TO THE GALLON. SEE Sherwood Bros., Inc.
- MORE POWER. SEE Sherwood Bros., Inc.
- NEWCASTLE FRUIT GROWERS ASSN.
Covered Wagon. Pears. © 2Feb28; Label 34114. Newcastle Fruit Growers Assn. (P); 22Aug55; R154744.
- NOTHING ELSE LIKE IT. SEE Sherwood Bros., Inc.
- PABST BREWING CO.
Pabst extract, best liquid food. Malt and hop tonic. © 10Dec28; Label 35228. Pabst Brewing Co. (P); 13Dec55; R161027.
- PABST EXTRACT, BEST LIQUID FOOD. SEE Pabst Brewing Co.
- PEEK-A-BOO PACKAGE. SEE Garrott Candy Co.
- PET. SEE San Dimas Lemon Assn.
- POINT LOMA. SEE Klauber Wangenheim Co.
- PONTIAC. SEE Chula Vista Citrus Assn.
- POWER. SEE Sherwood Bros., Inc.
- RED-BOW. SEE Megs Macaroni Co.
- RED SKIN. SEE Rialto Orange Co.
- LA REINA. SEE Rialto Orange Co.
- RIALTO ORANGE CO.
Fancia. Oranges. © 2Jul28; Label 34942. Rialto Orange Co. (P); 22Aug55; R154752.
Red Skin. Oranges. © 2Jul28; Label 34943. Rialto Orange Co. (P); 22Aug55; R154753.
La Reina. Oranges. © 2Jul28; Label 34940. Rialto Orange Co. (P); 22Aug55; R154750.
Western Queen. Oranges. © 2Jul28; Label 34941. Rialto Orange Co. (P); 22Aug55; R154751.
- ROSS MANUFACTURING CO.
Rossite. Drain pipe solvent. © 15Nov27; Print 11163. Ross Manufacturing Co. (P); 31Aug55; R155121.
- ROSSITE. SEE Ross Manufacturing Co.
- SAN ANTONIO. SEE Tama Trading Co., Inc.
- SAN DIMAS LEMON ASSN.
Harmony. Oranges. © 1Sep28; Label 34910. San Dimas Lemon Assn. (P); 29Sep55; R156503.
Pet. Oranges. © 1Sep28; Label 34912. San Dimas Lemon Assn. (P); 29Sep55; R156504.
- SAN FERNANDO HEIGHTS ORANGE ASSN.
Splendor. © 3Sep28; Label 35321. San Fernando Heights Orange Assn. (P); 29Sep55; R156502.
- SANTRO BORATED BABY TALC. SEE Schmid (Julius) Inc.
- SCHMID (JULIUS) INC.
Santro borated baby talc. © 3Jan28; Print 10942. Julius Schmid, Inc. (P); 30Dec55; R161812.
- SHERWOOD BROS., INC.
Be wise. Betholine motor fuel. © 3Jan28; Print 11966. Sherwood Bros., Inc. (P); 19Dec55; R161176.
Best in cold weather. Betholine motor fuel. © 3Jan28; Print 10739. Sherwood Bros., Inc. (P); 19Dec55; R161172.
Greatest hill climber. Betholine motor fuel. © 3Jan28; Print 11965. Sherwood Bros., Inc. (P); 19Dec55; R161175.
Head and shoulders above them all. Betholine motor fuel. © 3Jan28; Print 10736. Sherwood Bros., Inc. (P); 19Dec55; R161169.
Leadership. Betholine motor fuel. © 3Jan28; Print 10738. Sherwood Bros., Inc. (P); 19Dec55; R161171.
More miles to the gallon. Betholine motor fuel. © 3Jan28; Print 10734. Sherwood Bros., Inc. (P); 19Dec55; R161167.
More power. Betholine motor fuel. © 3Jan28; Print 11964. Sherwood Bros., Inc. (P); 19Dec55; R161174.
Nothing else like it. Betholine motor fuel. © 3Jan28; Print 10740. Sherwood Bros., Inc. (P); 19Dec55; R161173.
Power. Betholine motor fuel. © 3Jan28; Print 10735. Sherwood Bros., Inc. (P); 19Dec55; R161168.
Silent speed. Betholine motor fuel. © 3Jan28; Print 11967. Sherwood Bros., Inc. (P); 19Dec55; R161177.
Unchanged as the leopard's spots. Betholine motor fuel. © 3Jan28; Print 10737. Sherwood Bros., Inc. (P); 19Dec55; R161170.

COMMERCIAL PRINTS AND LABELS

SILENT SPEED. SEE Sherwood Bros.,
Inc.

SPLENDOR. SEE San Fernando Heights
Orange Assn.

STEELGRIP. SEE Clamp Nail Co.

TAMA TRADING CO., INC.
San Antonio. Vegetable oil.
© 1Feb28; Label 33924. Tama
Trading Co., Inc. (P); 28Dec55;
R161753.

UNCHANGED AS THE LEOPARD'S SPOTS.
SEE Sherwood Bros., Inc.

VALLEY VISTA. SEE Hillside Packing
Assn.

WESTERN QUEEN. SEE Rialto Orange Co.

WHITE HOUSE. SEE Jones & Kavanagh Co.,
Ltd.



















































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